

Syllabus **Strategic Marketing**



A. General Information

1. Academic Unit	Faculty of Engineering					
2. Program	Industrial Engineer					
3. Code	IIS526A					
4. Location in the curriculum	V Year, II Semester					
5. Credits	UDD	8	SCT	5		
6. Type of course	Mandatory	X	Elective		Optional	
7. Duration	Bimonthly		Semi-annual	X	Annual	
8. Modules per week	Theoretical	1	Practical	1	T.A.	
9. Class hours	Classes	68	Teaching Assistance			
10. Prerequisites	Strategic Management- English level B2-					

B. Contribution to the Graduate's Profile

The **Strategic Marketing** course, which is part of the Professional Qualification Cycle, provides the tools for a systematic analysis and for adapting marketing to the strategic definitions of the organization. This is why the focus should be on the permanent understanding of the market needs and to satisfy the requirements more efficiently than the competition. For this purpose, the macro and micro environment must be fully analysed, the competition must be understood, consumer profiles must be defined and the target must be chosen, the desired positioning must be defined and marketing strategies must be developed.

It consists of four units: Introduction to marketing, market research, designing and implementing a strategic marketing plan and different strategies for Marketing.

This course belongs to the **Management** training area. It contributes to the UDD generic competencies: **Global Vision and Digital Transformation**, as well as to the specific competencies: **Adaptation, Self-reflection and Continuous Learning; and Analytical Thinking and Inquiry**, as declared in the graduate profile of the program.

C. Competencies and Learning Outcomes from the Course

Generic Competencies	General Learning Outcomes
Global Vision	Analyzes marketing scenarios considering international trends and sociocultural and economic factors, integrating a broad perspective for strategic decision-making.
Digital Transformation	
Specific Competencies	Applies digital tools and practices in the design of marketing strategies, integrating emerging technologies into customer and market relationship management. Develops the ability to critically self-assess marketing proposals and adjust them according to environmental changes and learning outcomes. Uses market analysis tools and strategic models to investigate, evaluate, and support marketing decisions.
Adaptation, Self-reflection and Continuous Learning	
Analytical Thinking and Inquiry	

D. Units, Content and Learning Outcomes

Units and Content	Competency	Learning Outcomes
UNIT I: Introduction to Marketing - Why marketing matters - Concepts: Marketing, value, needs, wants & demand. - Business orientations. - Stakeholders involved in the marketing process. - Target markets, positioning, and segmentation.	<i>Global Vision</i> <i>Analytical Thinking and Inquiry</i>	Identifies fundamental marketing concepts and their relevance to the strategic positioning of organizations. Recognizes global factors that influence consumer needs and competitive dynamics.
UNIT II: Market Research - The importance of the environment. - Assessing the environment. - Audit the environment - Audit the costumers.	<i>Analytical Thinking and Inquiry</i> <i>Adaptation, Self-reflection and Continuous Learning</i>	Applies analytical methods to investigate the competitive environment, customers, and market trends. Critically evaluates research results for strategic decision-making, fostering adaptation and continuous learning.

UNIT III: Designing and Implementing a Strategic Marketing Plan. - Value based approach to marketing plans - Stages of a marketing plan: - Market audit. - Marketing objectives: Markets and products - Strategy and implementation.	<i>Digital Transformation</i> <i>Global Vision</i>	Designs a strategic marketing plan integrating the use of digital technologies and interactive platforms. Evaluates the feasibility of implementing a marketing plan considering global factors and sustainability.
UNIT IV: Different Strategies for Marketing. - Market Timing Entry. - Go-To-Market. - Growth and positioning. - Digital Marketing.	<i>Digital Transformation</i> <i>Global Vision</i> <i>Analytical Thinking and Inquiry</i> <i>Adaptation, Self-reflection and Continuous Learning</i>	Proposes marketing strategies adapted to digital and global contexts, using technological tools to analyze market performance indicators. Critically analyzes the relevance of different strategies (go-to-market, growth, positioning) in changing contexts.

E. Teaching Methods

The course adopts a practical approach, combining theory and practice. Classes provide the theoretical framework and concepts which students apply to different situations through group work in teams of 4 to 6 members. Emphasis is placed on developing skills and competencies applicable to their future professional environment.

Throughout the course, students develop a strategic marketing plan, divided into two major presentations under a role-play scenario, assuming the role of the marketing department and presenting the plan to the company's CEO.

Additionally, current national events are reviewed to analyze and apply course concepts.

F. Evaluation

All assessment instances will include grading rubrics with clear criteria known to students and aligned with instructor requirements. This applies to exams, assignments, group presentations, and the final exam.

- Quizzes:** At least three quizzes during the semester.
- Midterm Exam 1:** Group presentation of the first part of the marketing plan.
- Midterm Exam 2:** Group presentation of final results and lessons learned.
- Final Exam:** Final evaluation consisting of the presentation of the second and final part of the strategic marketing plan.



G. Learning Resources

Mandatory

- Alsem, K. J. (2024). *Strategic marketing planning: A step-by-step approach* (2nd ed.). Routledge.
- Kingsnorth, S. (2022). *Digital marketing strategy: An integrated approach to online marketing* (3rd ed.). Kogan Page.

Supplementary

- Kotler, P. & Keller, K. (2001), "**Marketing Management**", Prentice Hall, 10^a Ed.