

SYLLABUS

TITLE: Strategic Marketing
CODE: GME 400
PREREQUISITE: GME 202
CREDITS: 3 credits | 45 contact hours | 1 term

DESCRIPTION

The goal of this course is to develop in the student the ability to think strategically, identify opportunities and seek short, medium, and long-term solutions to marketing situations. This is achieved through data analysis and evaluation of the environment in which organizations operate. The course focuses on being able to identify and align marketing strategies to the priorities, needs, and existing and projected conditions of the company. The course is aimed at future marketing professionals in all types of organizational modalities (for-profit or non-profit companies). At the end of the semester, they will have gone through the experience of creating a methodological structure that will allow them to offer strategic recommendations to organizations. As part of the student's professional experience, they can be part of institutional projects and initiatives or other academic units.

JUSTIFICATION

Decision-making in the marketing industry is a critical activity for every company. Understanding our customers, competitors, and meeting consumer needs in a way that is different and valuable to them has become a crucial aspect of strategic marketing management in the old and new economy. With the development of all these new tools that digital marketing has brought (blogs, mobile applications, Internet), the fundamentals of marketing have become increasingly necessary for the achievement of a company's goals and objectives in this highly changing environment. The course provides students with the opportunity to develop strategies based on a thorough study of industry opportunities, a clear understanding of the consumer and an analysis of the company's competencies. Solutions to marketing problems are worked on from a long-term strategic vision.

COMPETENCES

The course develops the following competences in students:

- **Entrepreneurship and innovation**
- **Critical questioning**

OBJECTIVES

After completion of the course, students will be able to:

1. Understand the impact that strategic decisions have on the firm.
2. Define and apply the basic concepts and theories related to marketing strategies.
3. Visualize the marketing function as a strategic planning tool.
4. Identify the elements that affect the market's potential in terms of the supply and demand of products or services that are aimed at the consumer.
5. Use the basic tools available to the marketing manager, such as strategic planning and marketing plan.
6. Integrate the ethical component as part of the design and implementation of marketing strategies, as well as proposed changes to existing marketing strategies.

CONTENTS

- I. Introduction to the Concept of Strategic Marketing
 - A. Analysis process: cause-effect-consequences-implications-strategies-projects-evaluation relationships
 - B. Importance of marketing in the company's financial results
 1. Sales generation (price x quantity, # of consumers-quantity, purchase-purchase frequency)
 2. Cost impact
 3. Profitability
 - C. Decision-making process for purchasing (traditional method-current method)
 - D. Consumer behavior
 - E. Strategy definition
 1. Porter (Article "What is a Strategy?")
 2. Blue Ocean
 3. Sun Tzu (The Art of War)
 4. Machiavelli (The Prince)

- F. Identification of possible strategies: analysis of the internal and external environment
- G. Corporate strategies and their marketing implications: financial, legal and ethical implications
- II. Marketing Plan
 - A. Components of the marketing plan
- III. Analysis of the Environment: Internal and External Conditions of the Company (Organization)
 - A. Internal analysis of the company (organization)
 - 1. Strategic plan, business plan, marketing plan
 - 2. Annual report
 - 3. Financial reporting
 - 4. 10k Report
 - 5. Evaluation of products and services (portfolio, segmentation, contribution, processes)
 - 6. Supplier relations
 - 7. Distribution
 - 8. Advertising (traditional, social media)
 - 9. Customer segmentation (profiles) - STP process (Segmentation, targeting, positioning)
 - 10. Customer Lifetime Value (CLV)
 - 11. Pricing strategies
 - 12. Product (attributes and elasticity)
 - 13. Location (GIS and location attributes)
 - 14. Corporate policies
 - 15. Summary of strengths and weaknesses
 - B. External analysis of the company (organization)
 - 1. Competence
 - 2. Government (laws, regulations for the local market and for exports and imports)
 - 3. Social (behavioral patterns)
 - 4. Accessibility (attribute identification)
 - 5. Suppliers (raw material, distributors)
 - 6. Economics (identification of variables, data sources)

7. Population (Census-American Factfinder)
8. Influencers (blogs)
9. Social media
10. Porter's Competitiveness Model (5 Forces)
11. Technology
12. Export & import markets
13. Summary of opportunities and threats
- C. Construction of the SWOT and PESTLE model
 1. Relationships between quadrants of the SWOT model (S-W, S-T, W-T, W-O)
 2. Main determinants of the PESTLE model (opportunity analysis and risk assessment)
- IV. Identification of Marketing Objectives and Strategies
 - A. Alignment of the objectives of the Strategic Plan -Business with the marketing objectives
 1. Strategy map
 2. Design thinking
 - B. Types of objectives
 1. Porter's strategies
 - C. Types of strategies
 1. The Strategy Book
 - D. Strategies for product launches in the market
 - E. Strategies for growth markets
 - F. Strategies for maturing and declining markets
 - G. Strategies for the digital market
 - H. Legal cases for unlawful or unethical marketing practices
- V. Implementation & Control
 - A. Organization and planning
 - B. Financial aspects of marketing (budget, projections, and assumptions)
 - C. Balanced scorecard
 - D. Metrics and indicators

METHODOLOGY

The following strategies from the active learning methodology are recommended:

- Collaborative learning: Program to simulate a decision-making environment in typical market situations: price decisions, market segments, distribution, product portfolio, investment in campaigns and others.
- Problem-based learning: Analysis and presentation of real cases
- Project-based learning: Evaluation of situations and strategies in different organizations to determine action plans to recommend
- Research-based learning: Interviews with marketing analysts to learn about their roles: "One Day in my Shoes"
- Project-based learning: Collaboration with institutional projects or projects of other academic units (if opportunities arise)

EVALUATION

Partial assignments in groups	40%
Compositions	30%
Final project	20%
Participation	10%
Total	<hr/> 100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the course's core activity.

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ELECTRONIC RESOURCES

- Advertising Age: Business Marketing
- International Journal of Research in Marketing
- Journal of Consume Research
- Journal of General Management Journal of International Marketing
- Journal of Marketing
- Journal of Marketing Management
- Journal of Marketing Research
- Journal of Marketing Theory and Practice
- Journal of Portfolio Management
- Journal of Services Marketing
- Journal of Strategic Marketing
- Journal of Supply Chain Management
- Journal of the Academy of Marketing Science
- Marketing Management Journal
- Marketing Science
- Marketing Science Institute

For more information resources related to the course's topics, access the library's webpage <http://biblioteca.sagrado.edu/>

REASONABLE ACCOMMODATION

For detailed information on the process and required documentation you should visit the corresponding office. To ensure equal conditions, in compliance with the ADA Act (1990) and the Rehabilitation Act (1973), as amended, any student in need of reasonable accommodation or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

ACADEMIC INTEGRITY

This policy applies to all students enrolled at Universidad del Sagrado Corazón to take courses with or without academic credit. A lack of academic integrity is any act or omission that does not demonstrate the honesty, transparency, and responsibility that should characterize all academic activity. Any student who fails to comply with the Honesty, Fraud, and Plagiarism Policy is exposed to the following sanctions: receive a grade of zero in the evaluation and / or repetition of the assignment in the seminar, a grade of F (*) in the seminar, suspension, or expulsion as established in the Academic Integrity Policy effective in November 2022.

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