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# Marketing Strategy

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**Office hours:** (state by appointment)

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## Course Description

This course will try to give to the students the tools to help them to implement marketing mix strategies. Students should manage all concepts and apply it in a simulation game.

## Objectives

To evaluate firm position in the market identifying opportunities and threats, as well as strengths and weaknesses in a dynamic scenario; To develop marketing mix strategies but considering long term objectives.

## Methodology

Markstrat simulation game.

## Evaluation criteria

The evaluation will be a compendium that will depend on the final position in the game (30%), as well as the justification of the strategy followed throughout the game (30%), which will be done through a presentation for each group. The dynamics of the group in each class session will also be considered. The grades are individual so, participation in the group decisions during the class, even in group, is vital (40%).

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a 5 by default as a final grade for the course. If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they

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study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

### Calendar and Contents

Week 1: Introduction to markstrat world: Theory and practice.

Week 2: First round of the game. Small report/analysis of the results

Week 3: Second round of the game. Small report/analysis of the results

Week 4: Third round of the game. Small report/analysis of the results

Week 5: Fourth round of the game. Small report/analysis of the results

Week 6: Rounds 5<sup>th</sup> and 6<sup>th</sup>. Small report/analysis of the results for each round.

Week7: Rounds 7<sup>th</sup> and 8<sup>th</sup>. Small report/analysis of the results for each round.

Week 8: Rounds 9<sup>th</sup> and 10<sup>th</sup>. Small report/analysis of the results for each round.

Week 9 & 10: Presentations.

### Reading Materials/ Bibliography/Resources

Markstrat manual

Strategic Marketing Management, 2012, by Kotler and Chernev.

### **Bio of Professor**

Anna Torres is Associate Professor (Prof. Titular) at the Department of Economics and Business at Universitat Pompeu Fabra and Director of the MSc in Management at the UPF-Barcelona School of Management. She also collaborated with the ESADE Brand Institute. Previously, she was Assistant Professor at the Universidad Carlos III de Madrid.

Her research interests are in the field of marketing, especially in the areas of branding and preference representation. Her research includes studies on perceptual mapping of brand associations, cross-cultural and corporate social responsibility. Her articles have been published in leading peer-reviewed international journals like International Journal of Research in Marketing, European Journal of Operational Research, Journal of Product Innovation Management, Journal of Business Research, Journal of Service Research, European Journal of Marketing, Food Quality and Preference and Journal of Product & Brand Management.