



Marketing Strategy

Professor: Anna Torres

E-mail: anna.torres@upf.edu

Office hours: by appointment

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.

Competencies to acquire

CE1. Apply marketing management decision-making models based on intuition, co-creation, creativity, critical thinking and responsibility taking including the social dimension.

CE3. Apply the practical tools and theoretical models to the results of the research carried out for market selection and marketing management strategy planning.

CE5 Plan through the mastery of specific techniques, the different elements of the marketing mix that are connected to the marketing of a company

MSc in Marketing – Marketing Strategy

*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

Learning outcomes

C1

R1. Analyze decision-making situations intuitively and technically

R2. Include the social dimension in decision making

R3 Apply a comparative and holistic analysis to decision making

R4 Make decisions with creativity and / or including co-creation

CE3.

R1. Analyze data from market research of diverse methodology

R2. Differentiate between analysis methods to identify the most appropriate for market selection and planning

R3 Select the tools and methods for the analysis of market opportunities and to make the selection of markets.

R4 Use planning tools to make market entry decisions.

CE5.

R1. Discriminate between the various decisions that make up the marketing mix for execution

R2. Apply the analysis techniques to facilitate the decision making corresponding to the elements of the marketing mix based on the results.

R3 Make management recommendations for all elements of the marketing mix

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

MSc in Marketing – Marketing Strategy

*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

are individual so, participation in the group decisions during the class, even in group, is vital (40%).

Important:

In courses that feature a final exam, a minimum grade of **4 out of 10** in the final exam is necessary for the other evaluation criteria to be taken into account when computing the student's overall grade for the course. Therefore, students who obtain less than a 4 out of 10 in the final exam will fail the course automatically. Those students will have to take a remedial exam (more details below).

Courses in the Program will generally include group assignments (case studies, projects etc.). At the end of each term, and in order to disincentivize free-riding behaviors, students will have the opportunity to evaluate the involvement of the rest of their team members in all group assignments that took place within the term. Students who obtain sufficiently poor evaluations from their team members will be penalized. The penalty will involve a reduction in the overall group assignment grades of **all** courses that include group assignments (max penalty: 20% reduction of those grades). More details on the topic are available on eCampus.

All the activities that are submitted past the deadline or that do not follow the submission instructions in terms of content, format, etc. will be considered as 'not submitted'. Students will be informed about the submission and presentation dates the first day of class.

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.

MSc in Marketing – Marketing Strategy

*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

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 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.”

MSc in Marketing – Marketing Strategy

*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

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 5th and 6th. Small report/analysis of the results for each round.

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

Week 8: Rounds 9th and 10th. 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

MSc in Marketing – Marketing Strategy

*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.

Marketing, Food Quality and Preference and Journal of Product & Brand Management.

MSc in Marketing – Marketing Strategy

*The information contained in this document is for information purposes only and may be subject to change in the adaptations of each academic year. The definitive Guide will be available to students enrolled in the virtual space before the start of each subject.