
Marketing Strategy

Professor: Anna Torres
Course Type: Compulsory
Credits: 4 CTS
Term: 2nd Term

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%). A minimum of 1000 in the spi is required in order to pass the first part (ranking).

Calendar and Contents

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

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

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

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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.

Week 7: 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.

Academic papers.

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.

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