Strategic Marketing

Professor: Susana Domingo (coordinator), Anna Torres (business game)
E-mail: susana.domingo@upf.edu, anna.torres@upf.edu
Office hours: by appointment

Course Description

Strategic marketing covers much more than sales, advertising or market research; nowadays, and with the purpose of allowing companies to make better business decisions, marketing management requires a more thorough understanding of one’s business and a broader, better-integrated and more coherent alignment between the business and the chosen business strategy.

Philip Kotler, the Marketing guru, defines strategic marketing as “…the analysis, organization, planning and control of the activities, strategies and resources of a company that influence the consumer, with the purpose of profitably satisfying the necessities and desires of a chosen group of clients”.

In this context, companies will have to devise suitable marketing strategies within the boundaries of their resources and capacities in order to adapt to the environment and acquire competitive advantages through differentiated values.

In summation, the goal of strategic marketing is to understand our clients’ present and future necessities, identify new market niches and segments, evaluate the potential of those new markets in order to decide the future direction our company must take and, finally, devise the roadmap that allows our company to achieve its desired business goals.

Objectives

1. Understanding the role of marketing in the setting and achievement of strategic business goals.
2. Understanding the role that marketing, as a decisive and integrative element of all functional areas of a company, plays in identifying the company’s competitive advantages.
3. Understanding the necessities, tastes and preferences of consumers, as well as how those evolve.
4. Learning to analyze the environment, especially in regards to identifying current and potential competitors.
5. Identifying potential market segments and/or niches that can satisfy consumer needs in unaddressed ways.
6. Learning to develop a Marketing Plan that appropriately takes into account the company’s goals and the reality of the market, and that includes the brand’s positioning and its message to the consumer, the adaptation of the product and its package, and suitable pricing and distribution strategies.

Methodology

- Multiplayer computer business game about strategic simulation (the methodology and the details about the game will be explained in the corresponding sessions).
- Theory classes
- Debate and discussion around real cases

Note: This document is only informational, detailed contents and faculty may change.
MSc in Marketing

- Resolution of case studies
- Individual and group tutorial sessions

Bio of Professor

Carolina Luis-Bassa: Lecturer and Researcher at UPF-Barcelona School of Management, Associate Professor of marketing and market research at Pompeu Fabra University, and Director of the Masters Programme 'Master en Gestión de Marketing' at UPF – Barcelona School of Management. PhD in Business awarded by Universidad de Barcelona (UB), Master of Research in Business, Finance and Insurance awarded by UB, MBA awarded by IESA (Venezuela), and Computer Engineering degree awarded by Universidad Simón Bolivar (Caracas). Consultant in the areas of business strategy, marketing and computer science.

Jordi Garolera: Professor of marketing and strategic simulation at UPF-ESCI and Professor of services marketing and international marketing at UPF. Holds a PhD in Business Administration awarded by IESE Business School (Barcelona). Majored in Business Administration at University of Miami (Florida).