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**Curso Académico:** 2022/23

## **143392 - Estrategias de Marketing Avanzado**

### **Información del programa**

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**Titulación:** 14302 - Grado en Lenguas Modernas y Gestión

**Curso académico:** 2022/23

**Asignatura:** 143392 - Estrategias de Marketing Avanzado

**Periodo impartición:** Segundo semestre

**Curso:** 3

**Tipo:** Obligatoria

**Créditos ECTS:** 6.0

### **Justificación**

The objective of this course is to gain a deeper market and consumer orientation by studying the behavior of consumers in different marketing scenarios and how it shapes the marketing strategies to be adopted by the firm. Buyer behavior is a broad field that studies how individuals, families and groups acquire, consume, and dispose of goods, services, ideas and experiences. This course analyses those principles of consumer behavior applied to a number of scenarios in order to achieve the business growth and profitability objectives on the one hand, and the satisfaction of the different actor involved in the market, on the other.

For marketing managers, knowledge of consumer behavior in different marketing scenarios has important implications for environmental analysis, product positioning, segmentation of the marketplace, and the design of the marketing mix. We begin understanding how a company decides to interact with the environment as well as from a sustainable perspective.

### **Prerrequisitos**

This course follows the C1 of the CEFR, as stated in the general program of the degree.

When studying this subject, it is assumed that the student has assimilated the basic concepts of related to the marketing discipline:

- Differences between strategic and operational marketing
- Market segmentation and positioning
- Management of the four basic tools of the marketing mix: product, price, place and promotion
- Brand management tools
- SWOT analysis and identification of competitive advantages
- Elaboration of a Marketing Plan

## Competencias de la asignatura

### GENERIC COMPETENCES:

"Integration" on their level 1:

**To organize and integrate components to form an interrelated world**

**GC1:** To understand and cope with reality through global partners. To show a systemic and dynamic vision, integrating diverse perspectives.

#### Learning outcomes:

- To show a systemic view between the different areas of knowledge and disciplines
- To view systems dynamically
- To propose motivating and viable improvements in relation to existing models

### SPECIFIC COMPETENCES:

"Market and customer orientation":

**Orienting business management towards the satisfaction of customers and other stakeholders, identifying needs, promoting the creation of value through quality products and services and developing effective and profitable exchange relationships.**

**SC1:** Evaluating and suggesting improvements of the marketing plans of companies in order to know the real application of the marketing approach in the organization and the value proposition of real businesses of our environment to assess the internal consistency.

**SC2:** Strategically analysing of the internal business environment and its characteristics to identify strengths, weaknesses, opportunities, major threats and define them.

**SC3:** Judging the sustainability of the business model of a particular organization and the social environment in which lies the organization and analysing the various social factors when meeting the challenges faced.

**SC4:** Evaluating and suggesting improvements in the digital marketing plans/strategic plans in order to know the real application of the new technologies and a digital approach to the organization.

**SC11:** Distributing work, assigning tasks, organizing and managing resources.

#### Learning outcomes:

- To design techniques and best practices required for achieving greater internal and external client satisfaction
- To organize activities in response to established schedules and available resources, planning actions and observing the rules and legislation
- To apply the appropriate and pre-established actions in any sort of external relationships, as well as in the relationship between the company and its customers

## Contenidos

### PART I. MARKETING SCENARIOS

#### Chapter 1. Global brands

- Globalization and internationalization strategies
- Global, local and multinational brands
- Global supply chain management
- Sustainability and social responsibility

#### Chapter 2. Digital marketing

- What's changing?: Digital branding
- Micro-moments: a new paradigm
- Opinion leaders and Social Nets (2.0)
- Gamification

### Chapter 3. Sectorial scenarios

- Mass market
- Luxury
- Services
- Business 2 Business

## PART II. MARKETING AND ADVERTISING

### Chapter 4. Marketing and advertising

- The creation of advertising campaigns
- Attention and persuasion
- Sensory and emotional marketing
- Reputational crisis resolution

## PART III. CONSUMER BEHAVIOR

### Chapter 5. Introduction to the consumer

- Consumption as a problem resolution
- The consumer journey
- Brand choice

### Chapter 6. Individual behavior marketing strategies

- Consumer needs and desires
- Consumption and motivation
- Consumer personality, values and lifestyles
- Experiential marketing

### Chapter 7. Group behavior marketing strategies

- Group consumption
- Consumer culture in consumption
- Reference groups and role models: Influence in the purchase

## Estrategia de enseñanza-aprendizaje, sistema de evaluación y documentación

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	CAMPUS: <b>Facultad de Ciencias Sociales y Humanas (BILBAO)</b>
ESTRATEGIA DE ENSEÑANZA-APRENDIZAJE	

The main teaching approach is based on the encouragement of active participation in class. The primary means of imparting knowledge and understanding is through the lecture but students are strongly encouraged to engage in problem solving and independent reading for which they are given extensive support and guidance on reading materials and their appropriate use.

Each participant is expected to attend class on a regular basis. Irregular attendance will be a factor in determining your grade. Each participant is expected to contribute to class discussion, and precisely to facilitate that class discussions, each participant is expected to be prepared in advance, and be ready to discuss the readings, illustrations, and cases in class.

Time inside the classroom: 60 hours

- Master classes: 25 hours
- Teacher assisted group work and class discussions and debates: 11 hours
- Complementary and reinforcement activities: 20 hours
- Presentations: 4 hours

Time outside the classroom: 90 hours

- Autonomous preparation of theoretical content: 20 hours
- Autonomous preparation of practical content: 10 hours
- Collaborative work: 25 hours
- Personal study: 35 hours

## **SISTEMA DE EVALUACIÓN**

Students will be graded on the following criteria:

- Generic competence: 10%

### **PRACTICAL CONTENT:**

- Individual exercises: 20%
- Group project, including presentation: 20%
- Documentary project: 15%

### **THEORETICAL CONTENT:**

- Final exam: 35%

To calculate the final grade it is necessary that the student has passed both the theoretical content and the practical content. If not, the average grade will not be calculated and the student will have to retake the failed parts.

## **DOCUMENTACIÓN**

BASIC BIBLIOGRAPHY:

- SOLOMON, M., BAMOSSY, G. & ASKGAARD, S. (2006): Consumer Behaviour: a European Perspective, 3<sup>a</sup> Edition, Harlow: Prentice Hall

COMPLEMENTARY BIBLIOGRAPHY:

- De MOOIJ, M. (2004) Consumer Behavior and Culture, SAGE Pubs
- KOTLER, P., ARMSTRONG, G., CHAFFEY, D. & ELLIS-CHADWICK, F. (2016), Advanced marketing
- CHAFFEY, D. & ELLIS-CHADWICK, F. (2015), Digital Marketing, 6<sup>th</sup> Edition, Pearson education
- PARSONS, E., MACLARAN, P: (2009) Contemporary Issues in Marketing and Consumer Behaviour, Elsevier
- Secondary sources (data web access)