Universidad de Navarra

Market Strategies (Gr. Diseño)
Guía docente 2026-27

PRESENTATION

Brief description: Brief description: In the process of designing a business plan, it is necessary to analyze the market, the context, the customer, and the product or service, and, based on the analysis, make appropriate decisions that are consistent with our value proposition.

This course studies the different elements of a marketing strategy through case studies, the use of appropriate tools, and the application of acquired knowledge to integrated business plans.

- **Degree: DESIGN**
- **Module in the Degree Program**:
- **Number of credits: 3 ECTS**
- **Year:** 4th, 2nd semester
- **Type of course:**
- **Instructors**: Jorge Delgado
- **Language:** Spanish/English
- **Department:**
- **Lecture schedule:** see Webuntis

RESULTADOS DE APRENDIZAJE (Competencias)

CG5		Skillfully manage updated
CG6		Use English, level B2, co
CG7		Analyze products or servi
CB1		Students must demonstrate
CB2		Students must apply thei
CB5		Students must develop the
CE12		They must develop and org
CE26		Understand the business m
CE24		Understanding market stra

Universidad de Navarra

PROGRAMA

1. Analysis (5 Cs)
    1. Customer Analysis
    2. Company Analysis
    3. Collaboration Analysis
    4. Competitive Analysis
    5. Content Analysis
2. Aspiration Decision
    1. Segmenting the market to identify possiblegroups to serve
    2. Targeting a specific group or groups toaddress
    3. Positioning in the mind of the selectedcustomers
3. Action Plan: Marketing Mix Decision(4 Ps)
    1. Product Decisions
    2. Promotion Decision
    3. Place Decisions
    4. Pricing Decision

ACTIVIDADES FORMATIVAS

AF1	Attendance and participation in theoretical face-	15
AF2	Attendance and participation in practical face-to	15
AF3	Participation in seminars	3
AF4	Carrying out directed work (individual and group)	20
AF5	Participation in mentoring	1
AF6	Study and personal work	21

EVALUACIÓN

CONVOCATORIA ORDINARIA

SE1	Participation in lectures, practical sessions and	30%
SE2	Individual and team practical work	50%
SE3	Oral defense of the works	20%

CONVOCATORIA EXTRAORDINARIA

- Individual dissertation

HORARIOS DE ATENCIÓN

Ask for an appointment: jdelgadoc@unav.es

BIBLIOGRAFÍA

- Marketing Strategy: The Thinking Involved - by Mark E. Hill Find it in the Library
- Notas de HBS
- Harvard cases facilitated during the course