



PRESENTACIÓN

Breve descripción: This course aims to help students understand and apply the principles of strategic marketing in business management. Topics covered include environmental and competitive analysis, segmentation, positioning, marketing strategy design, and long-term decision-making. The objective is to develop the ability to think critically and strategically about how to generate and maintain competitive advantages in dynamic markets.

- **Titulación:** Bachelor in Business Administration (BBA)
- **Módulo/Materia:** 7.2 Optativas específicas
- **ECTS:** 3
- **Curso, semestre:** 2º - 1st semester
- **Carácter:** Elective
- **Profesorado:** Pablo Frauca
- **Idioma:** English
- **Aula, Horario:** <https://www.unav.edu/web/facultad-de-ciencias-economicas-y-empresariales/estudiantes/horarios>.

RESULTADOS DE APRENDIZAJE (Competencias)

SSOP7: Analyze the current trends in goal and/or strategy setting within a company

SSOP8: Develop objectives, strategies and/or projects in production, logistics or marketing

SSOP9: Identify new trends in marketing, operations and/or business models

SSOP10: Create practical cases that describe a company's strategy and the key factors of business competitiveness

SSOP11: Master project management and process analysis methodologies, as they are basic tools to take decisions in a company

PROGRAMA

Chapter 1: General marketing perspectives: main concepts

Chapter 2: Company strategy

Chapter 3: The environment and its impact in marketing strategy

Chapter 4: Marketing information: how to get, analyse and harness

Chapter 5: Segmentation, targeting, and positioning (STP)

Chapter 6: Strategic vision of the product and the brand

Chapter 7: Strategic view of price

Chapter 8: Strategic view of distribution

Chapter 9: Strategic vision of communication

Chapter 10: Strategic view of people



ACTIVIDADES FORMATIVAS

- **Theoretical-practical sessions:** Marketing theory will be presented to the students encouraging their participation in both, theoretical and practical sessions. The goal is to develop in students their ability to question and seek knowledge on their own, like in a real marketing department.
- **Guest speakers:** Additionally, we will have the presence of marketing professionals that will share their experiences during their career.

EVALUACIÓN

REGULAR CALL

EVALUATION SYSTEM	WEIGHTING
Evaluation of group works	30
Final exam	60
Class participation and attitude	10

EXTRAORDINARY CALL

EVALUATION SYSTEM	WEIGHTING
Final exam	100

HORARIOS DE ATENCIÓN

- D. Pablo Frauca Echandi (pfraucaech@external.unav.es)
 - Horario de tutoría: To be scheduled with the teacher at the request of the student by mail

BIBLIOGRAFÍA

Handbooks:



Universidad
de Navarra

Kotler, P. & Armstrong, G. (2020). *Principles of Marketing*. 17th ed. Pearson Education. [Find it in the library](#).

Harvard Business publishing cases

Resources

- Power Point slides with the theory will be posted in ADI after each class.
- The case studies and their tasks will be at ADI a few days before their respective class discussion.