

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Strategic Marketing (962502)

PROGRAM:

Bachelor of Business Administration (BBA)

Bachelor of Administration & Service (BA&S)

Bachelor of International Business (BIB)

Bachelor of International Marketing & Logistics Administration (BIMLA)

Bachelor of Economics & International Finance (BEIF)

Bachelor of Gastronomy (GAS)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Marketing				
SUBJECT TYPE	Mandatory				
LANGUAGE	English				
SEMESTER	Programme	Semester			
	BBA	Elective			
	BA&S	5			
	BIB	Elective			
	BIMLA	Elective			
	BEIF	Elective			
	GAS	Elective			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	160	CONTACT HOURS	64	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96

LEARNING PREREQUISITES	<ul style="list-style-type: none"> Marketing management systems English VII 					
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> National and international standards, policies, regulations and mores related to the professional field. Vocabulary and technical language to communicate in different cultural contexts. 					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education					
COURSE DETAILS						
COURSE DESCRIPTION	The environment of the global and dynamic economy makes it necessary to examine the methodological variables of marketing as a system. Therefore, it is important to give the Service Institution Administration student the necessary tools to take strategic actions in the field of marketing in local and global contexts, in order to guide organizations towards economic and attractive opportunities for them.					
KEY WORDS:	Administration, Marketing, Services.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO 01 ILO 04 BIMLA ILO 07	Contributes to the development of social responsibility in organizations as well as the people who make them up	Knowledge	Business Mission, Quantitative Analysis, Porter's Five Forces Model. Strategic Groups. Key external success factors.	Theoretical Class	Formative Assessment
		Identifies the needs and technologies necessary for the development of both the product and the marketing strategy.	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
		Distinguishes the different products, values and philosophy of the company in	Skill	Discovery Based Learning	Formative Assessment Summative Assessment	

		order to create a better market strategy.				
	ILO 01 ILO 02 BIMLA ILO 07 BIMLA ILO 08	Identifies and generate solutions to problems related to reality and socioeconomic and cultural contexts around strategies related to the marketing and administration of service organizations.	Knowledge	- Analysis of the Competitiveness of the company 9. Analysis of the value chain. Analysis of critical internal factors 10. Strategic position of the company Strategic objectives Basic or Generic Strategy.	Theoretical Class	Formative Assessment
		Applies the different strategies to carry out a successful marketing plan.	Skill	- Strategic marketing Marketing management Strategic marketing What is a Marketing Strategy - Marketing Strategy and Tactics? Creation of the marketing strategy- Creation of the marketing strategy	Discovery Based Learning	Summative Assessment
	ILO 02 ILO 03 ILO 06 BIMLA ILO 07 BIMLA ILO 09	Creates marketing plans to define a strategic positioning involving all its variables; seeking at all times to improve the value and perception of the consumer.	Skill	BUDGET AND PERFORMANCE MEASURES Management, Evaluation and Control indicators	Discovery Based Learning	Formative Assessment
		Distinguishes the different strategies and methods to improve the use of the budget.	Skill			Discovery Based Learning
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO 04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO 06: Principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor). (NO APLICA PARA GASTRO Y ECONOMIA)</p>						

	<p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>
<p>BIBLIOGRAPHY</p>	<ul style="list-style-type: none"> • Cravens, D., Piercy, N. Strategic Marketing. Novena Edición Boston: McGraw Hill. 2009. • Hax, A, Majluf N. Gestión de empresa: con una visión estratégica. Segunda Edición. Santiago: Ediciones Dolmen. 1993. • Lambin, Jean-Jacques. Marketing Estratégico. Segunda Edición. Madrid: Editorial McGraw-Hill. 1991. • Porter, M.. Ventaja Competitiva: creación y sostenimiento de un desempeño superior. México: Compañía Editorial Continental - CECSA. 1987. • Porter, M. Ventaja Competitiva: creación y sostenimiento de un desempeño superior. Madrid: Pirámide. 2013. • KOTLER, P. Dirección de la Mercadotecnia. Editorial Prentice may, 7a. Edición, 1993. • Kotler, P. Dirección de la mercadotecnia: análisis, planeación y control. Segunda Edición. México: Editorial Diana. 1979. • LAMBIN, J.J. Casos prácticos de Marketing. Editorial, Mc Graw Hill, 1995