

**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 systemsEnglish 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

	<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>
BIBLIOGRAPHY	<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