

## 205111 - Strategy and Marketing

Coordinating unit:	205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering		
Teaching unit:	732 - OE - Department of Management		
Academic year:	2017		
Degree:	MASTER'S DEGREE IN TECHNOLOGY AND ENGINEERING MANAGEMENT (Syllabus 2016). (Teaching unit Optional)		
ECTS credits:	7,5	Teaching languages:	English

### Teaching staff

Coordinator:	Anna Solans
Others:	Anna Solans

### Degree competences to which the subject contributes

#### Basic:

- CB6. Knowledge and understanding that provides a basis or opportunity for originality in the development and/or application of ideas, often in a research context.
- CB7. METMF\_The ability to apply the knowledge and problem-solving skills acquired in new or unfamiliar environments within wider (or multidisciplinary) contexts related to the area of study.
- CB8. METMF\_The ability to integrate knowledge and deal with the complexity of making judgements on the basis of information that, albeit incomplete or limited, includes thoughts on the role played by social and ethical responsibility in the application of knowledge and judgement.
- CB9. METMF\_The ability to communicate conclusions, and the knowledge and reasons that ultimately sustain these conclusions, to specialised and lay audiences in a clear and unambiguous way.
- CB10-METP. Learning abilities that will enable students to keep studying in a largely self-directed or independent manner.

#### Specific:

- CE01-MEM. The ability to describe the main management theories.
- CE03-MEM. The ability to optimise problems and systems using mathematical models and make decisions in conditions of uncertainty.
- CE04-MEM. The ability to apply theoretical and fundamental principles of technology and engineering business management in conditions of uncertainty.
- CE05-MEM. The ability to analyse the need for physical and financial resources in process and project management in technological settings.
- CE08-MEM. The ability to evaluate the results of process and project development in technological settings subject to levels of process uncertainty.
- CE09-MEM. The ability to include aspects of internationalisation in decision making.

#### Transversal:

- CT1a. ENTREPRENEURSHIP AND INNOVATION: Being aware of and understanding how companies are organised and the principles that govern their activity, and being able to understand employment regulations and the relationships between planning, industrial and commercial strategies, quality and profit.
- CT2. SUSTAINABILITY AND SOCIAL COMMITMENT: Being aware of and understanding the complexity of the economic and social phenomena typical of a welfare society, and being able to relate social welfare to globalisation and sustainability and to use technique, technology, economics and sustainability in a balanced and compatible manner.
- CT3. TEAMWORK: Being able to work in an interdisciplinary team, whether as a member or as a leader, with the aim of contributing to projects pragmatically and responsibly and making commitments in view of the resources that are

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available.

CT4. EFFECTIVE USE OF INFORMATION RESOURCES: Managing the acquisition, structuring, analysis and display of data and information in the chosen area of specialisation and critically assessing the results obtained.

CT5. FOREIGN LANGUAGE: Achieving a level of spoken and written proficiency in a foreign language, preferably English, that meets the needs of the profession and the labour market.

### Teaching methodology

Lecture: Lecturers present concepts, principles and techniques, with the active participation of students.

Problem Based Learning: Lecturers and students resolve exercises and standard problems through specific techniques related to the theoretical contents and principles of the course.

Project Based learning: Students resolve complex problems through specific techniques related to the theoretical contents and principles of the course.

Self-study: Students diagnose their learning needs, in collaboration with the lecturers, and plan their own learning process.

### Learning objectives of the subject

The objective of this course is to introduce how to assess market opportunities as well as develop and implement corporate and marketing strategies through the learning of theory and practice of strategy and marketing. Materials from a variety of sources and settings will be provided to students.

### Study load

Total learning time: 187h 30m	Hours large group:	30h	16.00%
	Hours medium group:	30h	16.00%
	Self study:	127h 30m	68.00%

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### Content

<p>Module 1: Strategy</p>	<p>Learning time: 34h Theory classes: 4h Practical classes: 10h Self study : 20h</p>
<p>Description: The Concept of Strategy Types of generic strategies External and internal analysis Swot Analysis VMOSA (Vision, Mission, Objectives, Strategies, and Action Plans)</p> <p>Related activities: Distance and in-class activities Group project Assessments along the course</p> <p>Specific objectives: The goal of this module is to introduce the concept and main features of corporate strategy as well as learn how to develop an external and internal analysis, identify the competitive advantages and core competences, define the objectives and implement it in practice.</p>	
<p>title english</p>	<p>Learning time: 40h Theory classes: 8h Practical classes: 8h Self study : 24h</p>
<p>Description:</p> <p>The marketing Plan Core concepts Segmentation Process Selecting the Target Market Positioning</p> <p>Related activities: Distance and in-class activities Group project Assessments along the course</p> <p>Specific objectives: The goal of this module is to connect the corporative and marketing strategy as well as introduce the main tools to analyze the market and consumer behavior.</p>	

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<p>Module 3: Operational Marketing</p>	<p>Learning time: 47h 20m Theory classes: 12h Practical classes: 10h Self study : 25h 20m</p>
<p>Description: What is marketing mix? Product policy Price policy Distribution policy Promotion policy The Product Life cycle</p> <p>Related activities: Distance and in-class activities Group project Assessments along the course</p> <p>Specific objectives: The goal of this module is to learn to implement the strategic plan using the marketing-mix tools.</p>	

### Qualification system

The final grade depends on the following three elements:

- \* 40%, Distance and in-class activities
- \* 30%, Group project (report and dissertation)
- \* 30%, Assessments along the course

### Bibliography

Basic:

Nou llibre.