

## Marketing from Strategy to Action

UGRA\_006406

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Departments	Department of Marketing
Teaching Languages	English
ECTS	5
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### Description

#### Course contribution to program

Marketing is one of the most complex areas within a company, as it requires mastering a wide range of skills. Analyzing markets and planning strategies requires both knowledge of behavioral sciences and experience, as well as insights from the social momentum, and competitive vision. Marketing problems could be tackled analyzing quantitative data as well as qualitative inputs from individuals and groups. Besides the classical company-oriented decision making, marketing philosophy and tools are widely used in all areas of social activity (politics, social organizations, countries, cities, etc.). The field is becoming increasingly wide and the deep understanding of marketing concepts, frameworks and tools is key to perform better in the marketplace.

Throughout this course we will deal with the strategic dimensions of marketing.

The goal of this course is to introduce participants to Market Orientation and explain the main steps for developing a Strategic Marketing approach.

The contents of this course are general, so those students that want to continue their careers in marketing can further develop the topics that will be seen during the course, through the electives offered later in the program. Those not interested in following the marketing track, will acquire the fundamentals to understand marketing strategies and their impact on corporate decisions and on the company's performance

### Bibliography

Lambin, Jean-Jacques and Schuiling, Isabelle (Book)

### Content

#	Topic
1	Introduction to the course. Market Orientation, Market Definition
2	Reference Market Analysis, Attractiveness Analysis and Competitiveness Analysis
3	Product Portfolio analysis and Growth Strategies

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#	Topic
4	Segmentation & Targeting Strategies
5	Mid Presentations
6	Defining Value Proposition: Managing Brands & Positioning
7	Building Disruptive and Sustainable Innovation: from idea to prototype.
8	Distribution, Communication Strategies.
9	Product & Price Strategies.
10	Final Presentations

## Assessment

Tool	Assessment tool	Category	Weight %
Individual or team exercises		Retake and ordinary round	35.00%
Participation in program activities		Retake and ordinary round	10.00%
Group project		Retake and ordinary round	20.00%
Group project		Retake and ordinary round	35.00%

### PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13S Year 1 (Optative)

N90-BI Norwegian Business School (Summer School: Business)  
N90 Year 1 (Mandatory)