

**INTER AMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
BUSINESS FACULTY
MASTER IN BUSINESS ADMINISTRATION
MARKETING PROGRAM**

SYLLABUS

I. GENERAL INFORMATION

Course Title	:	STRATEGIC MARKETING
Code and Number	:	BADM 6350
Credits	:	3
Academic Term	:	
Instructor	:	
Office Location and Hours	:	
Office Telephone	:	
E-mail	:	

II. DESCRIPTION

Introduction to problems in the decision-making process at managerial levels within the different marketing strategies that develop during the planning period.

III. OBJECTIVES

It is expected that upon completing the course, the student should be able to:

1. Evaluate the strategic alternatives facing companies in domestic and international markets.
2. Conduct a situational analysis to identify and evaluate the marketing environment and market forces that determine the planning and development of strategies.
3. Develop a strategic plan focused on markets, including the determination of objectives, strategy, implementation and control of activities.
4. Develop decisional capacity in the management of marketing components such as: product management, design of pricing, promotion and distribution strategies.
5. Evaluate the interaction of marketing strategy management with other areas of the business and how together they affect the performance of the business as a whole.

6. Understand the value and importance of ethics and social responsibility in business when making marketing decisions.

IV. CONTENT

- A. Marketing Management Trends in a Globalized Scenario
 1. Domestic and international marketing vision
 2. Market trends
 3. Marketing philosophies
 4. Ethical aspects
- B. Strategic planning process
 1. Planning process
 2. Development of growth and consolidation strategies
 3. Internal and competitive analysis
- C. Marketing environment
 1. Internal and external forces, including international markets.
- D. Marketing research
 1. The importance of marketing research for decision making
 2. A. Alternatives and types of research
 2. Sales projections
- E. Analysis of consumer and business markets
- F. Market segmentation considerations and strategies
 1. Positioning strategies
- G. Product P Management
 1. Branding strategies and brand equity
 2. New product development
- H. Management of pricing strategies
 1. Factors that determine pricing strategies
- I. Distribution channels and logistics
 1. Fundamental aspects of distribution
- J. Communication strategies
 1. The importance of communication in marketing
- K. New business creation and global strategies

V. LEARNING ACTIVITIES

1. Conferences
2. Class discussion
3. Presentation of readings by students
4. Discussion of cases
5. Pre-test and post-test conferences
6. Presentations

VI. EVALUATION

This is a list of suggested types of evaluation for the course:

Activities	Puntuation	%
1. Test	100	33
2. Case analysis	100	33
3. Marketing plan	100	34
	Total	100%

VII. SPECIAL NOTES

A. Auxiliary services or special needs

All students who require auxiliary services or special assistance must request them at the beginning of the course or as soon as they become aware that they need them, through the corresponding registry, in the Office of the Coordinator of services for students with disabilities, Dr. María de los Ángeles Cabello. She is located in the Counseling and Counseling Program, office 111, on the first floor of the John Will Harris building, extension 2306

B. Honesty, fraud, and plagiarism

Dishonesty, fraud, plagiarism and any other inappropriate behavior in relation to academic work constitutes major infractions sanctioned by the General Student Regulations. The major infractions, as stated in the General Student Regulations, may have as a consequence, suspension from the University for a definite period greater than one year or the permanent expulsion from the University, among other sanctions.

C. Use of electronic devices

Cellular telephones and any other electronic device that could interrupt the teaching and learning processes or alter the environment leading to academic excellence will be deactivated. Any urgent situation will be dealt with, as appropriate. The handling of electronic devices that allow students to access, store or send data during evaluations or examinations is prohibited

D. Compliance with the Provisions of Title IX

The Federal Higher Education Act, as amended, prohibits discrimination because of sex in any academic, educational, extracurricular, and athletic activity or in any other program or function, sponsored or controlled by a higher education institution, whether or not it is conducted within or outside the property of the institution, if the institution receives federal funds.

In harmony with the current federal regulation, in our academic unit an Assistant Coordinator of Title IX has been designated to offer assistance and orientation in relation to any alleged incident constituting discrimination because of sex or gender, sexual harassment or sexual aggression. The Assistant Coordinator Sr. George Rivera can be reached by phone at extension 2262 o 2147, or by e-mail griverar@metro.inter.edu.

The Normative Document titled **Norms and Procedures to Deal with Alleged Violations of the Provisions of Title IX** is the document that contains the institutional rules to direct any complaint that appears to be this type of allegation. This document is available in the Web site of Inter American University of Puerto Rico (www.inter.edu).

VIII. EDUCATIONAL RESOURCES

Textbooks

Roger A. Kerin & Robert A. Peterson; *Strategic Marketing Problems: Cases and Comments*, 15th edition (2018), Prentice Hall.

IX. BIBLIOGRAPHY (or REFERENCES)

Armstrong, G. & Kotler, P.: "Marketing: An introduction", 14 Edition, Pearson, Prentice Hall, 2020.

Philip T. Kotler & Kevin Lane Keller; *Marketing Management*, 16th edition (2018), Prentice Hall.

David A. Aaker, *Strategic Market Management* 11th edition (2018), John Wiley & Sons.

www.jp.gobierno.pr – economics information of Puerto Rico

www.gobierno.pr/censo - census information of Puerto Rico

www.census.gov – census information of EEUU

www.stat-usa.gov – economics and statistical information

www.eurostat.com – census and economics information of Europe

www.wto.org – World Trade Organization

www.imf.org – International Monetary Fund

www.salesandmarketing.com - Sales and Marketing journal

www.adacritic.com - Advertising Critic from Creativity Magazine

www.marketingpower.com - American Marketing Association

www.adage.com - Advertising Age

www.adweek.com - Advertising Week

www.dictionary.com – business dictionary

www.acnialsen.com – marketing research reports

www.mercadeoglobal.com – global marketing

www.elpais.com – Spain newspaper

www.mercadeo.com – marketing magazine

www.nytimes.com - New York Time

www.bostonherald.com - Boston Herald

www.miamiherald.com - Miami Herald

www.bloomberg.com – economics news

www.cnn.com – general news

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