



Escola Superior de Comércio Internacional



## **STRATEGIC AND OPERATIONAL MARKETING**

FIRTS TERM ACADEMIC YEAR 2010-2011

### **SCHEDULE:**

Monday, 15:00 – 16:15

Wednesday, 15:00 – 16:15

Thursday, 16:45 – 18:00

This course has two major interrelated objectives: 1) to enable the student the development of his/her business judgment and skills and 2) to provide the student the necessary tools to effectively manage the marketing planning process.

### **PROGRAM**

1. The strategic planning process at the corporate level and strategic marketing planning. The marketing plan. Differentiation and positioning strategies.
2. Management of the product life cycle.
3. Development and introduction of new products.
4. Strategies for a global market. International marketing.
5. Product strategies. Brand management. Marketing of services.
6. Pricing strategies. Price adaptation and modification strategies
7. Distribution strategies. Channel design. Vertical systems.

8. Communication and promotional strategies. Defining a communication strategy. Designing a campaign. The promotion mix. Channels of communication.

#### RECOMMENDED BIBLIOGRAPHY

Kotler, Philip, (2006). Marketing Management: Analysis, Planning and Control. Prentice-Hall.

Santesmases, Miguel, (2002). Marketing: Conceptos y Estrategias. Pirámide.

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### GRADING POLICY

#### Regular term's evaluation

The course's final grade will be determined on the following bases:

Participation in class (active, attendance): 15%

An attendance record below 80% of the term's sessions will carry with it a grade of 0 in class participation.

Team project: 35%

The project's completion and submittal is a necessary condition to pass the course. In case of not completing successfully the project, a grade of 4 or the final exam's score whichever is lower will be granted.

Final exam: 50%

Doing the final exam is a necessary condition to pass the course. In case of not attending the exam, the student will receive a "not presented" grade.

The minimum score in the final exam in order to compute with the other grading elements (class participation and team's project) is 4. In case of not attaining this score of 4, the course's final grade will be the final exam's score.

## September's evaluation

Exam: 50%

Doing the final exam is a necessary condition to pass the course. In case of not attending the exam, the student will receive a "not presented" grade.

The minimum score in the final exam in order to compute with the other grading elements (class participation and team's project) is 4. In case of not attaining this score of 4, the course's final grade will be the final exam's score.

Project: 35%

The project's completion and submittal is a necessary condition to pass the course. If the project was finished and submitted during the term, the grade will be applied in September. In case it was not completed successfully during the regular term, its submittal will be required at the time of September's exam.

Participation in class (active, attendance): 15%

The grade obtained for the regular term will be kept.