

ACADEMIC YEAR: 2025/2026	STRATEGIC MARKETING		
	SUBJECT CODE: 16632	SEMESTER: ANNUAL	TYPE: SPECIALISMS
CREDITS	7 ECTS		
STUDENT WORKLOAD	Contact Hours	Personal and/or Teamwork	Evaluation
	70	100	5
TEACHING LANGUAGE	English		
CO/PREREQUISITE	None		
SPECIALISM	MARKETING		
MODE OF DELIVERY	In-person		
FACULTY	COLL MORELL, Josep M ^a MIOTTO, Giorgia		
COURSE DESCRIPTION	<p>The strategic marketing function directs managerial interactions with customers and serves as the primary source of market intelligence on customers, competitors, and the broader environment. Insights from AI-driven analytics and sustainability assessments enrich strategic decisions throughout the course.</p> <ol style="list-style-type: none"> 1. Identifying Value <ol style="list-style-type: none"> 1.1 Opportunity Recognition <ul style="list-style-type: none"> - Methods for uncovering market opportunities that create stakeholder value through sustainable competitive advantages. - Incorporation of AI-enabled market scanning to detect emerging consumer and ecological trends. 1.2 Environmental and Internal Analysis <ul style="list-style-type: none"> - Examination of external forces and internal capabilities, including sustainability metrics, to identify opportunities and challenges. - Utilization of AI-based data integration for comprehensive SWOT analyses. 2. Market Segmentation, Targeting, and Positioning (S-T-P) <ol style="list-style-type: none"> 2.1 User Needs Assessment <ul style="list-style-type: none"> - Analysis of consumer requirements, including eco-conscious preferences, to establish a segmentation foundation. - Application of AI-driven profiling tools to refine user need identification. 2.2 Segmentation and Targeting Strategies <ul style="list-style-type: none"> - Criteria for partitioning the total addressable market into distinct, addressable segments by both profitability and sustainability potential. - Evaluation of segment attractiveness using AI-based forecasting models. 2.3 Positioning Value Propositions <ul style="list-style-type: none"> - Development of differentiated messaging frameworks that integrate product benefits and sustainability attributes. - AI-assisted personalization to align value propositions with segment priorities. 3. Brand Management <ol style="list-style-type: none"> 3.1 Brand-Building Principles <ul style="list-style-type: none"> - Investigation of core processes for constructing strong brands, emphasizing corporate social responsibility and sustainable brand equity. - Real-time AI sentiment analysis to monitor brand perception and guard against greenwashing. 3.2 Managerial Decisions in Branding <ul style="list-style-type: none"> - Analysis of strategic and tactical branding choices, such as sustainable brand extensions and circular product portfolios. - Use of AI-driven decision-support models to project brand equity and ecological impact. 4. Customer Relationship Management (CRM) <ol style="list-style-type: none"> 4.1 Customer-Centric Orientation <ul style="list-style-type: none"> - Assessment of prioritizing customer lifetime value, integrating both profitability and sustainability dimensions. - AI-powered models to segment customers by loyalty propensity and environmental engagement. 		

	<p>4.2 Acquisition and Retention Dynamics</p> <ul style="list-style-type: none"> - Evaluation of acquisition costs, retention strategies, and sustainable lifetime-value metrics. - Predictive churn modeling using AI insights to preempt defection of high-value customers. <p>4.3 Analytical Tools and Metrics</p> <ul style="list-style-type: none"> - Application of CRM concepts - such as cross-selling, satisfaction measurement, and lifetime-value analysis - augmented by AI-driven dashboards. - Integration of sustainability KPIs to optimize long-term profitability alongside environmental performance. 				
LEARNING OUTCOMES	KNOWLEDGE	RAK1.2	Identify the latest marketing and customer management theories and their applicability to a global business environment, taking into account culture, technology, and the environmental setting.		
		RAK5	Understand fundamental accounting and financial management concepts and techniques and their relationship to the financial viability and sustainability of the organization.		
		RAK 7	Explain business decisions and practices and their economic, social, and environmental impacts, along with their ethical dimensions.		
	SKILLS	RAS2.2	Apply data-driven analysis to improve sales' performance metrics, considering organizational and sustainability objectives.		
		RAS5	Implement team engagement strategies, taking into account gender differences and diversity criteria.		
		RAS7.2	Incorporate cutting-edge technological solutions in their relevant areas of practice, taking into account relevant ethical considerations.		
	COMPETENCES	RAC3	Develop advanced leadership skills to manage teams inclusively and effectively in a technological environment, focusing on innovation.		
		RAC6.2	Promote responsible marketing practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.		
SDGS ADDRESSED	<table border="0"> <tr> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> SDG 1 – No Poverty <input checked="" type="checkbox"/> SDG 2 – Zero Hunger <input type="checkbox"/> SDG 3 – Good Health and Well Being <input type="checkbox"/> SDG 4 – Quality education <input checked="" type="checkbox"/> SDG 5 – Gender equality <input type="checkbox"/> SDG 6 – Clean water and sanitation <input type="checkbox"/> SDG 7 – Affordable and clean energy <input checked="" type="checkbox"/> SDG 8 – Decent work and economic growth <input checked="" type="checkbox"/> SDG 9 – Industry, Innovation, Technology and Infrastructure </td> <td style="vertical-align: top;"> <ul style="list-style-type: none"> <input type="checkbox"/> SDG 10 – Reduced inequality <input type="checkbox"/> SDG 11 – Sustainable cities and communities <input checked="" type="checkbox"/> SDG 12 – Responsible consumption and production <input checked="" type="checkbox"/> SDG 13 – Climate action <input type="checkbox"/> SDG 14 – Life below water <input type="checkbox"/> SDG 15 – Life on land <input checked="" type="checkbox"/> SDG 16 – Peace, justice and strong institutions <input type="checkbox"/> SDG 17 – Partnerships for the goals </td> </tr> </table>			<ul style="list-style-type: none"> <input checked="" type="checkbox"/> SDG 1 – No Poverty <input checked="" type="checkbox"/> SDG 2 – Zero Hunger <input type="checkbox"/> SDG 3 – Good Health and Well Being <input type="checkbox"/> SDG 4 – Quality education <input checked="" type="checkbox"/> SDG 5 – Gender equality <input type="checkbox"/> SDG 6 – Clean water and sanitation <input type="checkbox"/> SDG 7 – Affordable and clean energy <input checked="" type="checkbox"/> SDG 8 – Decent work and economic growth <input checked="" type="checkbox"/> SDG 9 – Industry, Innovation, Technology and Infrastructure 	<ul style="list-style-type: none"> <input type="checkbox"/> SDG 10 – Reduced inequality <input type="checkbox"/> SDG 11 – Sustainable cities and communities <input checked="" type="checkbox"/> SDG 12 – Responsible consumption and production <input checked="" type="checkbox"/> SDG 13 – Climate action <input type="checkbox"/> SDG 14 – Life below water <input type="checkbox"/> SDG 15 – Life on land <input checked="" type="checkbox"/> SDG 16 – Peace, justice and strong institutions <input type="checkbox"/> SDG 17 – Partnerships for the goals
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TEACHING METHODS	<ul style="list-style-type: none"> <input checked="" type="checkbox"/> AF01-Lectures <input type="checkbox"/> AF02-Videos or videoconferences <input type="checkbox"/> AF03-Discussion groups or forums <input type="checkbox"/> AF04-Multimedia production <input checked="" type="checkbox"/> AF05-Reading texts and preparing reports. <input type="checkbox"/> AF06-Analysis of data or processes <input type="checkbox"/> AF07-Search for bibliographic information <input type="checkbox"/> AF08-External visits <input type="checkbox"/> AF09-Internships at centers or companies <input checked="" type="checkbox"/> AF10-Applied activities or exercises <input type="checkbox"/> AF11-Elaboration of glossaries or wikis <input type="checkbox"/> AF12-Roleplay and simulations <input type="checkbox"/> AF13-Workshops or seminars 	<ul style="list-style-type: none"> <input type="checkbox"/> AF14-Practical or laboratory activities <input checked="" type="checkbox"/> AF15- Personal study of contents <input type="checkbox"/> AF16- Development and synthesis <input type="checkbox"/> AF17- Intervention, research or interviews <input checked="" type="checkbox"/> AF18- Practical analysis of cases <input type="checkbox"/> AF19- Online interactive activities <input checked="" type="checkbox"/> AF20- Oral presentations <input checked="" type="checkbox"/> AF21- Exams or tests <input type="checkbox"/> AF22- Correction of exercises and follow-up <input type="checkbox"/> AF23- Portfolios or reflective diaries <input type="checkbox"/> AF24-Tutorials <input type="checkbox"/> AF25-Others
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MANAGEMENT

STUDENT ASSESSMENT	SE01 - Class Participation SE02 - Continuous monitoring of work SE04 - Written Examination SE05 - Projects & activities	(20%) 0% (40%) (40%)
GRADING SYSTEM	Please refer to the Academic Regulations for the grading system used in the Programme and further details and for information concerning absences, participation in class, plagiarism, etc.	

16632 SUBJECT RUBRIC

ACADEMIC YEAR: 2025/2026

ILO Code	ILO Description	Weight %	Exemplary (100%-85%)	Proficient (84%-65%)	Developing (65%-50%)	Beginning (<50%)
RAK1.2	Identify the latest marketing and customer management theories and their applicability to a global business environment, taking into account culture, technology, and the environmental setting.	10%	Identifies ≥3 strategic marketing or CRM theories; compares across global and digital contexts with cultural and tech relevance	Explains 2 theories with basic relevance to global or digital settings	Mentions 1 theory; limited contextual insight	No clear theory or context
RAK5	Understand fundamental accounting and financial management concepts and techniques and their relationship to the financial viability and sustainability of the organization.	5%	Links strategic marketing decisions (e.g., targeting, retention, brand equity) to financial viability and sustainability using metrics	Describes basic financial implications of marketing with general sustainability mention	Mentions financial viability or sustainability without integration	No clear financial or sustainability connection
RAK 7	Explain business decisions and practices and their economic, social, and environmental impacts, along with their ethical dimensions.	10%	Evaluates strategic marketing and CRM decisions with economic, social, environmental, and ethical lenses using real cases	Describes impacts and ethics with general examples	Mentions some impacts; lacks ethical depth	No meaningful impact or ethics analysis
RAS2.2	Apply data-driven analysis to improve sales' performance metrics, considering organizational and sustainability objectives.	25%	Uses AI tools (market scanning, forecasting, dashboards) and CRM metrics to guide segmentation, targeting, and retention	Applies standard analysis tools with some sustainability or performance linkage	Performs basic analysis; limited strategic or sustainability use	Incomplete or inaccurate analysis
RAS5	Implement team engagement strategies, considering gender differences and diversity criteria.	5%	Designs inclusive collaboration strategies for marketing and CRM teams with gender/diversity awareness	Applies basic engagement strategies with general diversity awareness	Lists tactics with minimal diversity consideration	No engagement or diversity strategy
RAS7.2	Incorporate cutting-edge technological solutions in their relevant areas of practice, considering relevant ethical considerations.	10%	Integrates AI tools ethically in strategic marketing, personalization, and CRM systems	Uses tech tools with basic ethical awareness	Mentions tech use; lacks ethical reflection	No tech or ethical consideration
RAC3	Develop advanced leadership skills to manage teams inclusively and effectively in a technological environment, focusing on innovation.	15%	Leads marketing teams using digital platforms and analytics; fosters innovation and inclusive culture	Demonstrates leadership with some tech and inclusion	Shows basic leadership; limited tech or innovation focus	No leadership or innovation evident
RAC6.2	Promote responsible marketing practices that foster regenerative growth and an ethical culture to generate a lasting positive impact.	20%	Designs marketing strategies, brand frameworks, and CRM systems that embed ethics, ecological performance, and long-term stakeholder value	Suggests responsible practices with general ethical framing	Identifies ethical concerns; lacks strategic depth	No responsible or ethical practice proposed