

**Module: Innovative Strategic Marketing****SPECIALISED**

- ▶ Department: Marketing
- ▶ Credits: 20
- ▶ Level 6
- ▶ Pre-Requisites: Marketing Management

run by ESCOEX International Business School,  
Business & Marketing

Organiser: Aridany Rodríguez

**Overall Aims and Purpose**

This module aims to give importance to the three basic pillars of any Marketing Plan: segmentation, positioning and the choice of strategies 67lases67n the above. The student should also be able to draw from his/her experience of the last three years and know how to differentiate between strategic developments and operative developments in companies.

**Learning Outcomes**

Upon successful completion of this module the student will be able to:

1. Present a real marketing plan, adapted to the idiosyncrasies of the Canarian companies. That is quantitatively and qualitatively real.
2. Understand the vital importance that the client has in any organisation.
3. Understand the variables of the plan and the importance and consequences of moving variables around from a strategic point of view.

**Indicative Content**

1. Impact of current situation in strategic marketing
2. The client today
3. Branding
4. Segmentation and Positioning
5. Innovation and creation of value
6. Choice of strategies
7. Strategic marketing plan

**Assessment Methods**

1 final exam worth 40%

1 assignment in pairs worth 60%. Written document 30% (3500 words), oral presentation 25%, peer assessment 5%

**Teaching and Learning Strategy**

The module will have a practical focus. There will be various external visits and guest speaker who will enrich the module with personal experiences and professional insights. Part of the 67lases will be dedicated to the preparation of the assignment for which the students will be provided with examples of real marketing plans.

200 notional learning hours comprising 112 hours classroom-based and 88 hours tutor-directed student learning.

### Key Skills Taught

D1: Communication and presentation skills including audio, oral and written, using a range of methods

D2: Numeracy, computing & information technology skills; this requires familiarity with a range of business data, research sources and appropriate methodologies

D3: Interactive and group skills including team projects and presentations; leadership, team building, influencing and management skills together with skills of effective listening, negotiating, and presentation

D4: Problem solving skills including identifying, formulating and solving business problems; the ability to , evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations

D5: The ability to self-appraise and practice including the development of skills associated with critical reflection

D6: The ability to plan and manage learning in terms of time, behaviour, motivation, self-starting, individual initiative and Enterprise.

### Indicative Reading

- Alonso Coto, M (2008), *El plan de Marketing Digital: Blended Marketing como integración de acciones on y off line*, Es. Prentice-Hall, Madrid
- Kotler, P (2012), *Marketing Management*, Ed. Addison-Wesley, España
- Laermer, R, Simmons, M (2008), *Punk Marketing*, Ed. Planeta, España
- Lambin, JJ (2003), *Strategic Marketing*, Editorial ESIC
- Best. *Strategic Marketing*. Pearson. Prentice Hall
- Romero, F, Gil, V (2008), *Crossuser: claves apra entender al consumidor español*, Ed. Gestión 2000, España
- Sainz de Vicuña, JM, (2015), *El Plan de Marketing en la práctica*, Editorial ESIC, España

### Recommended Reading:

- González Lobo, MA, Carrero López, E (2008), *Manual de Planificación de Medios*, Editorial ESIC, España
- González Lobo, MA, *Manual de Publicidad*, Editorial ESIC, España
- Kotler, P (1999), *El marketing según Kotler: como crear, ganar y dominar mercados*, Ed. Paidós Ibérica, España
- Kotler, P (2012), *Los diez pecados capitales del Marketing*, Ed. Gestión 2000, España
- Kotler, P, Trias de Bes, F (2004), *Marketing Lateral: nuevas técnicas para encontrar las ideas más rompedoras*, Ed. Pearson Educación, España
- Munuera, JL, Rodríguez, AI (2012), *Estrategias de Marketing: un enfoque basado en el proceso de dirección*, Editorial ESIC, España
- Trout, J, Ries, A (1993), *Las 22 leyes inmutables del Marketing*, Ed. McGraw Hill, Madrid
- Trout, J, Ries, A (2001), *Positioning: the battle for your mind*, Ed. McGraw Hill, Madrid

**Journals:** Anuncios, IP Mark, Harvard Deusto Business Review, Marketing + Ventas, El diario de la publicidad

**Websites:** [www.anuncios.com](http://www.anuncios.com), [www.marketingdirecto.com](http://www.marketingdirecto.com), [www.marketingnews.es](http://www.marketingnews.es), [www.trendwatching.com](http://www.trendwatching.com), [www.markarina.com](http://www.markarina.com), [www.adage.com](http://www.adage.com), <http://etc.territoriocreativo.es/>, <http://puomercadeo.blogspot.com/>, [www.musdegofio.com](http://www.musdegofio.com)