

27630 - Marketing planning

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Year	4
Semester	Second semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The combination of participatory master lessons, realization and defense of a marketing plan, analysis of case studies, marketing plans and commentary on readings.

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5.2.Learning tasks

- Theoretical classes: sessions in which the professor exposes the contents. They provide the necessary theoretical knowledge, accompanied by practical examples to facilitate the understanding and application of the concepts studied.
- Theoretical and practical classes: review of case studies, videos or lectures and conducting, presentation or discussion of practical exercises.
- T2 presentation: oral presentation of the main results of the work T2.
- Tutorials: tutorials with the teacher in the hours established for this purpose.

5.3.Syllabus

LESSON 1.- Marketing Strategy

1.1. Marketing Laws

LESSON 2.- The importance of planning and creativity in the development of marketing strategy

2.1. Creativity in marketing

2.2. Lateral Marketing and systems to achieve creativity

2.3. Creativity in sensory marketing

2.4. Creativity in guerrilla marketing

LESSON 3.- Strategic Marketing Planning and phases

3.1. The marketing plan in the overall planning process.

3.2. Definition of a marketing plan.

3.3. Main problems in the design and implementation of a marketing plan.

3.4. Phases and stages in developing a marketing plan.

LESSON 4. Analysis and diagnosis of the situation of the organization

4.1. External analysis.

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4.2. Internal analysis.

4.3. Competitive Position matrix.

4.4. SWOT analysis.

LESSON 5.- Fixing goals and choice of strategies

5.1. Basic principles and types of goals.

5.2. Selection criteria.

5.3. Definition and strategic levels.

5.4. Portfolio strategies.

5.5. Segmentation strategies, positioning and loyalty.

5.6. Functional strategy.

LESSON 6. Definition of plans, budgeting and control marketing Plan

6.1. How to develop action plans.

6.2. Budgeting.

6.3. Control objectives.

6.4. Marketing audit.

5.4.Course planning and calendar

5.5.Bibliography and recommended resources