Universidad Zaragoza

Academic Year/course: 2022/23

27630 - Marketing planning

Syllabus Information

Academic Year: 2022/23
Subject: 27630 - Marketing planning
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

2. Learning goals

3. Assessment (1st and 2nd call)

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, autonomous work, study and assessment tasks.
Students are expected to participate actively in class throughout the semester.

Further information regarding the course will be provided on the first day of class.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

4.2. Learning tasks

The course includes the following learning tasks:

- Lectures. Sessions in which the professor explains the theoretical contents, illustrated with practical examples to facilitate the understanding and application of the concepts studied.
- Practice sessions. Review of case studies, videos or lectures and conducting, presentation or discussion of practical exercises and the preparation and defense of a marketing plan.
- Oral presentation of the main results of the T2 assignment.
- Tutorials with the teacher in the available office hours.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she

can exercise his or her rights by the procedure indicated in.

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The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

4.3. Syllabus

The course will address the following topics:

- Topic 1. Marketing Strategy
  - 1.1. Marketing Laws
- Topic 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
- Topic 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
- Topic 4. Analysis and diagnosis of the situation of the organization
  - 4.1. External analysis
  - 4.2. Internal analysis
  - 4.3. Competitive Position matrix
  - 4.4. SWOT analysis
- Topic 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
- Topic 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

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (https://econz.unizar.es/ ; academic calendar: http://academico.unizar.es/calendario-academico/calendario)