

27630 - Marketing planning

Syllabus Information

Academic year: 2023/24

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

The main goal of this subject is that the student learns all the necessary tools to carry out and evaluate the marketing plan of an organization and to be able to put them into practice in the business environment. To this end, will introduce the importance of strategy in marketing activity, as well as the relevance of planning processes.

Subsequently, the different components of the marketing plan will be defined.

These approaches and goals are aligned with Goals 4.3 and 4.4 of the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>).

2. Learning results

- Know and apply the basic laws that govern the organization's marketing strategy.
- Differentiate the importance of planning and creativity in the organization's marketing strategy.
- Understand what are the key aspects to consider in marketing planning.
- Be able to identify and evaluate the current situation, analyzing information from the external environment as well as the organization's internal.
- Be able to set the marketing objectives to be achieved with the plan.
- Be able to evaluate and decide on the marketing mix instruments (product, price, distribution and communication) most suitable for the organization's strategy.
- Be able to develop the strategic marketing planning of an organization.
- Differentiate the most relevant aspects in the budgeting and control activity of a marketing plan.
- Solve and develop individually and/or in groups, activities and works related to the contents of the subject.
- Communicate both orally and in writing the results of the activities and works performed.

3. Syllabus

Unit 1.- The marketing strategy

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

Unit 3.- Strategic Marketing Planning and its phases

Unit 4.- Analysis and diagnosis of the organization's situation

Unit 5.- Setting objectives and choosing strategies

Unit 6. Definition of plans, budgeting and control of the Marketing Plan

4. Academic activities

Theoretical classes: sessions in which the professor in charge presents the contents. They will provide the necessary theoretical knowledge, accompanied by practical examples that facilitate the understanding and application of the concepts studied.

Theoretical-practical classes: commentary of case studies, videos or readings and the realization, presentation or discussion of practical exercises.

Written evaluation test, with theoretical questions of development and/or of theoretical-practical character, on all the contents seen in class.

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The evaluation of the subject for the two official calls is done through a GLOBAL SYSTEM:

1st- Written Test (T) to be taken on the official dates established by the Center, on all the contents, theoretical and theoretical-practical , reflected in the program of the subject. 30% of the final grade.

2nd- Written Test (P) to be taken on the official dates established by the Center, on all the contents, theoretical and theoretical-practical , reflected in the program of the subject. 70% of the final grade.

In the first call, those students who so wish may take a series of theoretical-practical and practical tests (A) throughout the semester. These tests are:

- T1 work: commentary on case studies, videos or readings and the presentation and discussion of practical exercises. In groups of 2-4 people. 30% of the final grade.

- T2 work: group work of between 2 and 4 people that will consist of the elaboration of a marketing plan on a company or organization selected by the students and approved by the teacher. The analysis and difficulty of the case will be evaluated, the proposals made and the presentation of the work. 40% of the final grade.

These tests (A) allow the student to release the part corresponding to the test (P), provided that he/she has completed ALL the activities and obtains a minimum grade of 3.5 points out of 7. The final grade will be the sum of the grade on the Written Test (T) and the grade on the Practical Tests (A).

In any case, even if the student has completed the internship (A), he/she will have the right to take the overall test (T+P), in any case, the best of the grades obtained between T+P and T+A will prevail.

In the second round, there is no option to anticipate the grade, so the previously developed Written T and P Tests must be taken.