

27630 - Marketing planning

Syllabus Information

Academic year: 2024/25

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.

The approaches and objectives of this subject are aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>). Specifically, the planned activities will contribute to the achievement of goals 4 (quality education), 5 (gender equality), and 8 (decent work and economic growth).

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

Students can pass the course through two assessment systems: Continuous Evaluation (CE) or Comprehensive Written Examination (CWE).

In the Continuous Evaluation (CE) system, the following activities must be carried out throughout the semester:

- T0 (Test): After the presentations of the theoretical classes, various tests will be carried out to confirm their degree of understanding of the contents dealt with or practical cases, videos or practical exercises may be presented which must be commented on. 20% of the final grade.
- T1 (Group activity): group work consisting of the preparation and presentation of a group activity on the topics offered by the lecturer. 20% of the final grade.
- T2 (Marketing Plan): group activity consisting of the preparation of a marketing plan for a company or organisation selected by the students and approved by the teacher. The analysis and difficulty of the case, the proposals made and the presentation of the activity will be assessed. 30% of the final grade.
- E (Exam): this exam may include theoretical and practical contents of the different aspects covered in the course and will be held on the dates established by the centre. 30% of the final grade.

In order to pass the course through the continuous assessment system, all the activities must be completed and an average grade of 5 points out of 10 or more must be obtained.

Those students who do not take the continuous assessment or who do not pass the minimum grade required, must take the Comprehensive Written Examination (CWE) on the official date established by the Centre. This test will include the different kind of questions for 10 points. The CWE will deal with all the contents developed in the subject. In order to pass the subject a minimum grade of 5 out of 10 must be obtained.

6. Sustainable Development Goals

- 4 - Quality Education
- 5 - Gender Equality
- 8 - Decent Work and Economic Growth