

## 27630 - Marketing planning

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	6.0
<b>Course</b>	4
<b>Period</b>	Second semester
<b>Subject Type</b>	Compulsory
<b>Module</b>	---

### **1.Basic info**

#### **1.1.Recommendations to take this course**

#### **1.2.Activities and key dates for the course**

### **2.Initiation**

#### **2.1.Learning outcomes that define the subject**

#### **2.2.Introduction**

### **3.Context and competences**

#### **3.1.Goals**

#### **3.2.Context and meaning of the subject in the degree**

#### **3.3.Competences**

#### **3.4.Importance of learning outcomes**

### **4.Evaluation**

### **5.Activities and resources**

#### **5.1.General methodological presentation**

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

#### **5.2.Learning activities**

- 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

## 27630 - Marketing planning

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.Program

#### 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.

##### 4.2. Internal analysis.

## 27630 - Marketing planning

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.Planning and scheduling**

### **5.5.Bibliography and recommended resources**