

<b>1.- SUBJECT</b>	
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	<b>Operational Marketing</b>
1.2.- NAME	<b>Marketing Plan</b>
<b>2.- LECTURER</b>	Carolina Najar
<b>3.- GENERAL DETAILS</b>	
3.1.- TYPE	Compulsory
3.2.- ECTS CREDITS	6
3.3.- YEAR	Fourth
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
<b>4.- GENERAL SKILLS</b>	<b>CG1</b> Analyse and synthesise phenomena and situations
	<b>CG2</b> Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation
	<b>CG7</b> Innovate and apply lateral thinking to problem solving and decision making.
	<b>CG12</b> Develop autonomy in learning and tasks and responsibility to collective commitments.
<b>5.-SPECIFIC SKILLS</b>	<b>CE16</b> Take decisions on marketing-mix management
	<b>CE18</b> Design a sales and marketing plan for a small or medium sized company
<b>6.- CONTENTS</b>	<p>1. Marketing Plan &amp; Sales Plan:</p> <p>The course has two parts:</p> <ul style="list-style-type: none"> <li>- First the theory and different concepts that allows the student to learn how to develop a Marketing Plan.</li> <li>- Second, is the Business Case. the student working in groups will have to choose a company (“client”) and contact them to apply the knowledge acquired. During the 4 months the student will have to apply the concepts to solve the different Challenges that the Company-Client might ask the student(s) to solve.</li> </ul> <p>2. Market Research and methodology to understand the Context, Target and Culture of the Market/Sector/Business. SWOT/PESTEL/CAME</p> <p>This chapter is one of the most important parts of the course and in which we will dedicate most of the time.</p> <p>This chapter explores the market, the target, the sectors, the business models, the different tools that marketers could use in order to research all the data necessary.</p> <p>As important as it is to know how to research, it is also to learn how to analyse and extract conclusions in order to define all the possible different scenarios that could be applied and to decide on the Marketing Strategy to be developed.</p> <p>3. Development of the different scenarios that could be applied to the Market/Sector and Business in the Marketing Strategy.</p> <p>The previous analysis might throw out some clues on which are the</p>

	<p>most suitable scenarios. In this phase the contrast and validation with the client is crucial. We might need to go backwards and research more to fully understand the possible scenario for which the student will develop the Marketing Plan.</p> <p>We learn to create and to ask the right questions and develop critical thinking and think outside the box. Solving problems requires lateral thinking and creative methodologies, especially in people that want to understand markets and targets.</p> <p>4. Development of the Marketing Plan.</p> <p>The period will be dedicated to developing the Marketing Plan. We will understand the classical “4P” (product, placement, price and promotion), also the extra “3P” (people, packaging and positioning). Analysing and focusing on targeting the implementation of the MKPlan to contribute to the business model of the company and the marketing kpis.</p> <p>5. The importance of preparation and communication skills to present a Marketing Plan to possible clients.</p> <p>As a student that wants to work in Marketing, the communication skills and teamwork are capabilities strongly needed in companies. For that reason, the methodology of learning obligates the student to perform and explore new roles in a team to add value to the group and client.</p>
<p><b>7.- METHODOLOGY</b></p>	<ul style="list-style-type: none"> <li>- The methodology is mixed between individual and group learning.</li> <li>- The methodology to be used will be Learning by Doing, where students will acquire a leading role, both in the stage of conceptualization and assimilation of the theoretical framework and in the application of it, through the resolution of analyses and challenges that typically require documentary consultation, proactivity, and test testing. Success and Error face the challenge of analysing the commercial situation of a company from the commercial perspective, before implementing any marketing strategy. Additionally, a Marketing Plan is elaborated on a case study of an organization, provided by the teacher or by the student himself.</li> <li>- The feedback of the client, and from other students in the process of learning of the students, will be valued in the final grade.</li> <li>- The Master sessions are aimed at contextualizing the subject and learning the necessary tools and techniques.</li> <li>- There will be Collaborative conceptualization work sessions in which the students will elaborate and gradually respond to each challenge.</li> <li>- The working seminars pursuit to strengthen the conceptual framework focused on the resolution of questions, doubts, consultations and deepening of specific contents.</li> <li>- There will be provided Bibliography and audio-visual support for self-learning.</li> <li>- The Practical work sessions tutored in the classroom, aimed to reinforce and guide the development of the Marketing Plan.</li> </ul>

<b>8.- LEARNING OUTCOMES</b>	- Be proficient in preparing a basic Marketing Plan.						
	- Be aware of the importance of understanding the market and the customer (b2c, b2b) loyalty and have the knowledge of loyalty-building methods.						
<b>9.- EVALUATION CRITERIA</b>	<b>Criteria</b>	<b>Competencies</b>				<b>Value (%)</b>	
	Real Business case: research and define a project business challenge with a business (corporate, start up or family business)	CG1- CG12				15%	
	Marketing Plan. Team work.	CG1- CG2- CG7- CG12-CE16 - CE18				40%	
	Assistance: Proactive learning Active listening	CG1- CG2- CG7- CG12-CE16 - CE18				5%	
	Final exam	CG1- CG2- CG7- CG12-CE16 - CE18				40%	
	<b>General remarks</b>						
	Attendance at sessions is mandatory. The student with more than 10% of absences will not be evaluated. If the student is not participating with the team, will not be evaluated on the Marketing Plan. All the tasks that will be required either individually or by teamwork and are expected to be delivered by the date required.						
	<b>Comments on resits</b>						
	The criteria to the case will for the student to present a Marketing Plan and pass a final exam.						
	<b>Remarks calls for students from previous years (without teaching)</b>						
-Students from other years without attending classes will be required to present a Marketing Plan, previously agreed the topic and work reviews with the teacher. The criteria to the case will for the student to present a Marketing Plan and pass a final exam. (50% and 50% the exam).							
<b>10.- BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>- Phillip Kotler: Marketing y Publicidad.</li> <li>- Phillip Kotler: Marketing 4.0</li> <li>- Derek, Thompson. Hit Markers.</li> <li>- Alexander Osterwalder: Business Model Canvas</li> <li>- Positioning: The Battle for Your Mind by Al Ries and Jack Trout</li> <li>- This is Marketing. Seth Godin</li> <li>- Measure what matters. John Doerr</li> <li>- Positioning. The battle in your mind. Al Ries &amp; John Trout</li> <li>- Marketing Plan (Inglés). 3 feb 2012 de Malcolm McDonald (Autor)</li> <li>- El plan de marketing digital: Blended marketing como integración de acciones on y offline, 20 nov 2008, de Manuel Alonso (Autor)</li> <li>-Sainz de Vicuña, José María, El plan de marketing en la práctica, 2008, Editorial ESIC</li> </ul>						
<b>11.- DISTRIBUTION OF EVALUATION CRITERIA</b>	<b>Criteria</b>	<b>Sep.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dic.</b>	<b>Jan.</b>	<b>Total</b>
	Business case	15%					15%
	Marketing Plan.				40%		40%
	Assistance: Proactive learning Active listening	On going	On going	On going	On going		5%
	Final exam					40%	40%
	<b>Total</b>						100%