



UNIVERSIDAD PONTIFICIA DE SALAMANCA

## **Marketing Plan**

Degree in MARKETING & COMMUNICATION – 4th year

Assignment Mode: Classroom lessons

## Summary

<b>Summary</b>	<b>2</b>
<b>General information</b>	<b>3</b>
<b>Previous Requirements</b>	<b>4</b>
<b>Objectives</b>	<b>4</b>
<b>Skills and Competences</b>	<b>4</b>
<b>Contents</b>	<b>7</b>
<b>Methodology</b>	<b>8</b>
<b>Evaluation Criteria</b>	<b>9</b>
<b>Materials Required, References and Tutoring</b>	<b>10</b>
<b>Professor Resumee</b>	<b>11</b>

# Marketing Plan

## General information

**Module:** Marketing

**Type:** Compulsory

**Number of credits:** 6 ECTS

**Term:** 4<sup>o</sup> Course – 1st Semester

**Schedule:** 16th September to 19th December.

**Time frame:** Monday 8:00 to 10:00 and Tuesday from 10:00 to 12:00.

**Language:** English

**Professor responsible for the assignment:** María Elena Rodríguez Benito

**E-mail:** merodriguezbe@upsa.es

**Office hours:** Monday 10:00 to 12:00 and Thursday 9:00 to 10:00

## Description of the assignment

The Marketing Plan is a subject based on a 12 weeks project. Students will be required to develop an actual marketing plan for a new product, business, or service. This project will integrate skills from many different disciplines including marketing, management, finance, and accounting, and will require application of these skills to a real situation. It should allow you to put into practice marketing concepts and strategies acquired during all your degree, not just the current subject.

The focus of this project is the practice of developing your analytical, communication, leadership, and planning skills for your careers. You should think not only academically but entrepreneurially and innovatively about each component of the marketing function. Graded deliverables are a written marketing plan and oral classroom presentation, plus some middle-term activities.

## Previous Requirements

Students are required to have coursed the following subjects (or similar): Marketing Fundamentals, Strategic Marketing, Product Marketing, Pricing policies, Commercial distribution and logistics.

## Objectives

At the end of the course students must be able to:

- Being able to design and implement a marketing plan, using all variables of the marketing mix and taking budgetary decisions and controlling outcomes.
- Gain familiarity with the functional marketing strategies and enhance problem solving and decision making abilities.
- Acquire the essential knowledge and basic fundamentals to handle the concepts and terminology of the field of study.
- Adapt and differentiate the main variables of the marketing-mix to a specific context...

## Skills and Competences

Basic and general skills	<p>CG1 - Students should be able to think and act according to universal principles, respect fundamental rights, democratic values, as well as the principles of respect for the environment, social responsibility and development cooperation.</p> <p>CB1 - That the students have demonstrated to possess and to understand knowledge in a study area that starts from the base of general secondary education, and is usually found at a level that, although it relies on advanced textbooks, also includes some aspects Which involve knowledge from the vanguard of their field of study</p> <p>CB2 - Students can apply their knowledge to their</p>
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	<p>work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study</p> <p>CB3 - Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues</p> <p>CB4 - Students can transmit information, ideas, problems and solutions to a specialized and non-specialized audience</p> <p>CB5 - That the students have developed those learning skills necessary to undertake later studies with a high degree of autonomy</p>
Transversal key competences	<p>CT2. Capacity for decision-making: ability to identify, analyze and define the significant elements that make it possible to take decisions with criteria and in an effective way.</p> <p>CT3. Ability to take the risk, developing the capacity from thinking to deciding.</p> <p>CT5 - Ability to work in a team, developing personal opening through oral and written communication.</p> <p>CT6 - Ability to manage time, with capacity for organization and timing of tasks.</p> <p>CT8 - Capacity for economic and budgetary management in their area of activity</p> <p>CT9. Ability to develop creativity, innovation and entrepreneurship.</p> <p>CT10. Ability to communicate in English.</p>
Specific Competences	<p>EC.17 Ability to identify new needs or unmet customer needs, as well as market segments appropriate to the innovation and development of the company or entity or to improve its strategic positioning.</p> <p>EC.13. Know and apply the basic marketing tools</p>

	<p>and ability to plan commercial strategies, making marketing decisions related to each of the commercial variables.</p> <p>EC.24. Ability to design a marketing plan using all the tools and variables related to the marketing mix following a process of research, planning, execution and control.</p> <p>EC.12 - Know the applicable policies and the portfolio of models or techniques related to analytical and strategic marketing, Including market research using qualitative and / or quantitative tools, product development, pricing, communication and distribution.</p> <p>EC15 - Ability to perform analysis in quantitative and qualitative terms, including data analysis, interpretation and extrapolation to concrete business reality and treatable phenomena from the field of marketing.</p> <p>EC19 - Ability to search for general information, both internal and external, of the necessary databases, data and information processing, the ability to interpret them correctly and to draw appropriate conclusions for marketing decision-</p> <p>EC27 - Being able to open up to new ideas, understand and anticipate changes in the organizational environment, as well as Start to push innovation projects within the context of the business.</p> <p>EC 28 - To be able to lead in the strategic decision-making process in general, and especially the ones related with marketing and communication.</p> <p>EC.32. Be able to communicate in English in the fields of marketing and commercial communication.</p> <p>EC33. Be able to understand how marketing decisions are made in specific fields of work or sectors (public, third sector, industrial, etc.).</p>
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# Contents

## THEORETICAL CONCEPTS

1. Planning the Development of a Marketing Plan.
2. Scanning Your Environment.
3. Establishing Goals and Objectives.
4. Developing Marketing Strategy.
5. Developing Marketing Tactics.
6. Forecasting for Your Marketing Plan.
7. Calculating main Financial Ratios for Your Marketing Plan.
8. Internal and external audit
9. Presenting the Marketing Plan.

## PRACTICAL CONCEPTS

Students will be asked to develop a marketing plan. The Marketing Plan describes and outlines the strategic decisions, and is one of the important tools used by marketing managers. Plans will be submitted in groups of 3 to 5.

Students will start working on it from the 2nd week of the course, following the course program progress. Graded deliverables are a written marketing plan and oral classroom presentation, plus some middle term task.

## Methodology

METHODOLOGY	HOURS	HOURS OF WORK CLASSROOM	HOURS OF WORK OUT OF CLASS
Plenary sessions	25	60 (40%)	
Lab practices	25		
Group or individual tutoring	6		
Evaluation sessions: Class presentations & exam	4		
Selfstudy hours	30		90 (60%)
Homework (readings, research, case studies...)	60		
<b>TOTAL</b>		<b>60</b>	<b>90</b>

### Theoretical Sessions

The teaching is developed through theoretical lessons, complemented with examples, exercises and case analysis linked to the subjects studied. In the theoretical sessions students are expected to learn the fundamentals processes and techniques specific to the subject and recall the knowledge acquired in previous subjects to then apply it in the marketing plan.

### Practical sessions

The practical program of this subject is based on developing a marketing plan by the students under the guidance of the teacher. To create this marketing plan the students will form groups.

### Tutorials

The teacher will monitor the students' knowledge and help them with aspects covered in the subject. In addition, online tutorials will be available for any specific subject matter. In the tutorials the students can clear the doubts and queries related to the content of the assignment, exercises, cases or other related.

## Evaluation Criteria

### ORDINARY CALL

Subject eminently practical because of its nature of application of the concepts studied and skills acquired in the design of a marketing plan, so that in the evaluation system the greatest weight is taken by the practical development.

- Continuous evaluation: Participation in the classroom, follow-up of topics and attendance and peer evaluation. This represents 20% of the total grade of the subject.
- Targeted practical activities consisting of the realization of a marketing plan and its presentation, plus other minor deliverables: 80% of the the total grade.
  - 50% Final Marketing Plan
  - 20% Partial Delivery: Market Research (November)
  - 10% Mandatory Reading: This is marketing. Seth Godin.

### Other considerations:

- Homework, classwork and exercises must be delivered on the specified dates and in the requested form. No work will be accepted that violates the dates and form.
- Plagiarism or copying will not be tolerated, meaning as such the reproduction of paragraphs of texts of which the student is not the author (Internet, books, articles, works of companions ...), when the original source of information is unmistakably cited.
- In case of detection the practice will be directly qualified with a 0.

### EXTRAORDINARY CALL

If the student has failed the practical part of the assignment, he/she must take an exam that will include case studies and exercises seen in class, as well as deliver an individual project.

## Materials Required, References and Tutoring

### REFERENCES

Aaker, David A. Strategic Market Management, Wiley (8 th edition) 2007.  
Cohen, William., The Marketing Plan. Editorial Matriz. 5 th Edition.  
Cutropia, Carlo., El plan de marketing paso a paso. ESIC Editorial. Madrid.  
Godin, Seth. This is marketing.  
Kennedy, D. S., The Ultimate Marketing Plan: Find Your Hook. Communicate  
Kotler, Philip. Marketing Management. Pearson 2012.  
Your Message. Make Your Mark. Editorial Adams Media. 3 rd Edition.  
Luther, W. H., The marketing Plan: How to prepare and implement it. Editorial AMACOM. 3 rd Edition.  
Mc Donald, M., Marketing Plans How to prepare them, how to use them. Editorial BH. 6 th Edition.  
Sainz de Vicuña, J.M., El Plan de Marketing en la práctica. ESIC Editorial. 10a Edición. Madrid. 2007

### Online resources:

<http://www.puromarketing.com/>  
<http://sethgodin.typepad.com/>  
[http://blogs.forrester.com/marketing\\_leadership](http://blogs.forrester.com/marketing_leadership)  
<http://www.puromarketing.com/>

Students will also be given access to other documents and studies through MOODLE.

### Moodle platform

In Moodle platform the student will find the basic materials of the subject, both the lecture notes, assigned articles and complementary resources and articles or piece of news that help illustrate the subject.

In the Moodle platform of the subject you will find the statements of each task that the student must perform. In general, the works will be delivered through this platform.

### Tutorial

There is a tutorial service schedule for 3 hours a week so that the student can receive the support he/she needs. Similarly, tutorial support can be obtained through the tools available in the Moodle space (chat, forums, etc). In addition, the student can arrange virtual tutorials through

Skype with the teacher if need it. We recommend making an appointment with the teacher via email at least 24 hours before of the desired time.

## Professor Resumee

María Elena Rodríguez Benito is an associate professor at UPSA, where she teaches various subjects related to corporate communication and the marketing. She is currently undertaking her doctoral studies, which deals with a new marketing model based on the Economy of the Good Common.

She combines teaching with the business world, where she is strategic and digital marketing consultant for various companies. Specialized in Online marketing, she has developed her professional career in the digital environment, as head of marketing for an ecommerce (Proporta) and as an online marketing consultant at the agency Internet Advantage.

She has a double degree in Advertising and Audiovisual Communication at UPSA and holds three master's degrees in areas related to marketing, communication and business which are: Master in strategic communications (UPSA), Master in international business (CECO-ICEX) and a Masters in Information and Knowledge Society (UOC).