



Universidad
Pontificia
de Salamanca

GUÍA ACADÉMICA

MARKETING PLAN

Degree in MARKETING & COMMUNICATION – 4th year

Assignment Mode: Classroom lesson

GENERAL INFORMATION

Module	Marketing
Type	Compulsory
Number of Credits	6 ECTS
Course	Forth
Semester	1
Schedule	From MONDAY 13th SEPTEMBER 2021 until SATURDAY 18 th DECEMBER 2021
Timetable	Tuesday, 10:20 to 12:00 Wednesday, 12:40 to 14:20.
Language	English
Lecturer responsible for the subject	María Elena Rodríguez Benito
E-mail	merodriguezbe@upsa.es
Tutorial Schedule	Wednesday, 9:15 to 10:15. Thursday, 10:00 to 12:00

SUBJECT DESCRIPTION

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 competences

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.

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.

CB2 - Students can apply their knowledge to their 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.

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

CB4 - Students can transmit information, ideas, problems and solutions to a specialized and non-specialized audience

CB5 - That the students have developed those learning skills necessary to undertake later studies with a high degree of autonomy.

Transversal key competences

CT2. Capacity for decision-making: ability to identify, analyse and define the significant elements that make it possible to take decisions with criteria and in an effective way.

CT3. Ability to take the risk, developing the capacity from thinking to deciding.

CT5 - Ability to work in a team, developing personal opening through oral and written communication.

CT6 - Ability to manage time, with capacity for organization and timing of tasks.

CT8 - Capacity for economic and budgetary management in their area of activity.

CT9. Ability to develop creativity, innovation and entrepreneurship.

CT10. Ability to communicate in English.

Specific Competences

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.

EC.13. Know and apply the basic marketing tools and ability to plan commercial strategies, making marketing decisions related to each of the commercial variables.

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.

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.

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.

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.

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.

EC 28 - To be able to lead in the strategic decision- making process in general, and especially the ones related with marketing and communication.

EC.32. Be able to communicate in English in the fields of marketing and commercial communication.

EC33. Be able to understand how marketing decisions are made in specific fields of work or sectors (public, third sector, industrial, etc.).

CONTENTS

Theoretical concepts

1. Planning the Development of a Marketing Plan.
2. Market Research: scanning Your Environment, PEST
3. Market Research: Company, market and competitors
4. Market Research: DAFO
5. Establishing Goals and Objectives.
6. Developing Marketing Strategy.
7. Developing Marketing Tactics.
8. Forecasting for Your Marketing Plan.
9. Calculating main Financial Ratios for Your Marketing Plan.
10. Presenting the Marketing Plan.

There is also a Mandatory book: This is marketing, by Seth Godin.

Practical content

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 7.

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 tasks.

- 1) Pest (week 4)
- 2) Market Research (week 6)
- 3) Goals and Strategy (week 9)
- 4) Marketing Tactics (week 11)

Teamwork is a key skill in this subject. Every group should state their working rules and will evaluate each member, ensuring that the final works and grade are linked to the implication of each member.

METODOLOGY

Actividades	Horas
Hours of work classroom	60 (40%)
Theoretical sessions	20
Practical sessions	25
Group or individual tutoring	12
Evaluation sessions	3
Hours of work out of class	90 (60%)
Homework (readings, research, case studies...)	15
Group assignments	75
Total	150

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 of 3 to 7 students.

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 and team work:

- 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: 70% of the total grade.
 - 50% Final Marketing Plan
 - 20% Partial Delivery: Market Research (November)
- Mandatory Reading: This is marketing. Seth Godin (individual delivery) 10%

Extraordinary call

If the whole group fails the subject, they can resubmit the marketing plan during the extraordinary call. If only part of the group or a single student fails the practical part of the assignment, he/she must take an exam that will include the theoretical topics and the mandatory book, as well as deliver an individual project related with the marketing plan.

Other considerations:

- Although the teacher will give a group grade for the marketing plan, there will be a correction related with the individual implication and work. It is possible that your group work has a grade over 5 and that your individual grade makes you fail the subject.
- Homework, class work 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...). The original sources of information must be unmistakably cited.
- In case of detection, the practice will be directly qualified with 0.

LEARNING RESOURCES AND TUTORIAL SUPPORT

References:

You will be provided with specific resources about the marketing plan and the chosen market/sector in the Moodle platform, but here you have some more generic resources for your learning.

Bibliography:

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. 3rd 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://www.puromarketing.com/>

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 pieces of news that help illustrate the subject.

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 Meet 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 (Monday to Friday).

PROFESSOR RESUMEE

María Elena Rodríguez is PhD from the UPSA. She is currently assistant professor in its Faculty of Communications where she teaches various subjects related to marketing and corporate communication. Her research deals with marketing sustainability and ethics, including her thesis about a new marketing model based on the Economy of the Good Common.

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).

Specialized in Online marketing, she has developed her professional career in the digital environment and the startup sector.