

Marketing Plan and Control

Academic Year: (2018 / 2019)

Review date: 30-06-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills

*CG1: Solid theoretical knowledge of Marketing and Market Research.

*CG7: Ability to critical analysis and synthesis.

*CG8: Ability to solve real problems.

*CG15: Ability to get adapted to new situations.

*CG16: Critical and self-critical reasoning.

Specific skills:

*CE1: To understand the fundamental concepts of microeconomics and business economics, as well as the application of these instruments to understand the environment in which an economic-business organization operates.

*CE3. To know and apply the fundamental theories of strategic and operational marketing, and its application to marketing management under different philosophical approaches, emphasizing market orientation.

Learning objectives:

¿ Learn how to develop a marketing plan.

¿ Improve real-world problem solving skills.

DESCRIPTION OF CONTENTS: PROGRAMME

-Marketing plan.

-Integration of strategic and operational plans.

-How to structure of the document.

-The situation analysis.

-Strategic and operational planning.

-Planning market research.

-The marketing budget.

-Introduction to accounting analysis, financial statements, ratio analysis.

-Financial valuation.

-Mechanisms for planning, implementation and control.

-Robustness to changes of scenarios.

¿ Writing and presentation of the plan.

¿ Marketing Audit.

¿ Metrics for marketing management.

¿ Scorecard of marketing.

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, quizzes and cases studies: 60%

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- Brealey & Myers. Principles of Corporate Finance. , Mc Graw Hill., 2002
- Kotler, P. & Keller, K.L. Marketing Management. 12 th Edition. , Pearson Prentice Hall , 2006
- McDonald, Malcolm and Hugh Wilson Marketing Plans: How to prepare them, how to profit from them (8th ed.),, New York: Wiley John & Sons., 2016