

Academic Year: ( 2021 / 2022 )

Review date: 30/05/2021 07:57:58

Department assigned to the subject:

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 OUTCOMES**

The student identifies the objectives of developing a marketing plan for the company.

The student lists the main instruments of a marketing plan.

The student applies the controls to evaluate the strategies of the company.

**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**

## TRAINING ACTIVITIES OF THE SUBJECT

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face

AF3 126 126 100

AF6 174 0 0

AF7 150 0 0

TOTAL SUBJECT 450 126

## TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	40
--	----

<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60
---	----

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.

## 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