

MARKETING PLAN

GENERAL OVERVIEW OF THE COMPETENCE

DEGREE: Grado en Administración y Dirección de Empresas

TOPIC: Strategic Management II

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|-----------------------------|---------------|-----------|
| TYPE Basic training: | Compulsory: X | Elective: |
|-----------------------------|---------------|-----------|

CREDITS: 4 ECTS

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|-------------------|---------------------|
| COURSE: 3º | SEMESTER: 2º |
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MODULE: XXI Century Organizations - Organizaciones del siglo XXI

IDIOMA: Castellano

MAIN INFORMATION OF THE COMPETENCE

C311. To develop marketing strategies and actions in a certain context.

2. REQUIREMENTS

To have already studied the subject "Introducción al marketing".

3. TRANSVERSAL COMPETENCES

LO5. Team work

4. METHODOLOGY

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|-----------------------------|------------------------|--|
| Project Based Learning X | Problem Based Learning | Case Study |
| Teamwork X | Company Visits | Role Plays |
| Workshops | Expert Talks | Web 2.0 (Wikis, blogs, social networks,...) X |

5. PROGRAMME

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|----------------------------------|---|
| Competence 310 (C310) | Introduction to Marketing management/leadership Context for marketing planning Marketing strategies Marketing metrics. |
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6. BIBLIOGRAFÍA Y OTRAS FUENTES DE INFORMACIÓN

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|------------------------------|--|
| Competence 311 (C311) | <p>Rivera, L.M. (2015): Decisiones de Marketing: cliente –empresa. Universidad Politécnica de Valencia. Servicio de Publicaciones.</p> <p>Sánchez, J. (2010): Estrategia y planificación en marketing. Método y Aplicaciones. Pirámide. Madrid.</p> <p>Kotler, P. y Armstrong, G. (2014): Principles of Marketing. 15^o edition, Global Edition, Pearson Education, Harlow.</p> <p>Kotler, P, Cámara, D. y Grande, I. (2000): Dirección de Marketing. Edición Milenio. Prentice Hall</p> <p>Sainz de Vicuña, K.M. (2013): El Plan de Marketing en la Práctica. 18^o Edición. ESIC</p> <p>Aaker, D.A. (2005): Strategic Market Management. John Wiley 6 Sons Inc.7^o edición</p> <p>Cutropia, C. (2003): Plan de Marketing: Paso a Paso. Esic</p> |
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7. ASSESSMENT


These are the activities that will be assessed in the MARKETING PLAN subject:

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|----|--------------|
| A1 | Exams |
| A2 | Activities |
| A3 | ECTS Empresa |

The assessment of the just mentioned activities will be the following:

- Minimum of 5/10 in the Competence (C311).
- Minimum 4/10 in each Learning Outcome (LO111, LO112, LO113).
- Minimum 5/10 in A2.

| MARKETING PLAN | | | | |
|------------------------|---|---|---|------------|
| Competence | C311: Define, analyse and implement a marketing plan. | | | |
| Learning Outcome | LO111. To identify different marketing strategies | LO112. To formulate the strategies and the decisions for the “marketing mix” according to the environment | LO113. To distinguish the main aspects for planning, organizing and evaluating a marketing plan | |
| A1: Exams* | 30 | 15 | 5 | 50 |
| A2: Activities*, (LO5) | | 30 | | 30 |
| A3: ECTS Empresa | | 20 | | 20 |
| Total | 30 | 65 | 5 | 100 |

 Activities where LO-s are assessed:
 LO5. Team work

* The teacher will specify the activities to be done, as well as the exams.