

**1. General information****Course:** MARKETING PLAN**Type:** CORE COURSE**Degree:** 2341 - MASTERS DEGREE PROGRAMME IN BUSINESS INITIATIVE:
ANALYSIS AND STRATEGIES**Center:** 403 - FACULTY OF LAW AND SOCIAL SCIENCES OF C. REAL**Year:** 1**Main language:** Spanish**Use of additional
languages:****Web site:****Code:** 310779**ECTS credits:** 6**Academic year:** 2023-24**Group(s):** 20**Duration:** C2**Second language:** English**English Friendly:** Y**Bilingual:** N**Lecturer:** MARTA RETAMOSA FERREIRO - Group(s): 20

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2. Pre-Requisites

Not established

3. Justification in the curriculum, relation to other subjects and to the profession

In a changing environment, all companies need to orient their strategic approach towards the customer and promote stable relationships with target customers. In the case of start-ups, a priority objective is to make a proper diagnosis of market opportunities and how to make them profitable. A fundamental tool to achieve this objective is the marketing plan. The marketing plan integrates all the activities that make up the marketing process: (1) Analysing market opportunities, (2) Selecting target markets, (3) Defining marketing strategies, (4) Developing the marketing programme, (5) Evaluating results and carrying out marketing audits. The marketing plan is based on the analysis of the market in order to set coherently the objectives, the strategy, the tactical means to be used and the expected results in the different markets in which it operates. The success in the implementation of a new business project will depend to a large extent on the ability of the managers to diagnose the latent needs in the market, to formulate the most appropriate marketing strategy and to develop specific action programmes. In this area, customer relationship management is particularly relevant, applying the principles and tools of Relationship Marketing.

4. Degree competences achieved in this course**Course competences**

Code	Description
CB06	Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.
CB07	Apply the achieved knowledge and ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the area of study
CB08	Be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of knowledge and judgments
CB09	Know how to communicate the conclusions and their supported knowledge and ultimate reasons to specialized and non-specialized audiences in a clear and unambiguous way
CB10	Have the learning skills which allow to continue studying in a self-directed or autonomous way
E02	Ability to carry out all phases in the firm creation process and to identify and evaluate business opportunities.
E03	Ability to develop a realistic and reliable business plan.
E04	Ability to extract relevant information from the business economic environment, and to apply it to decision making.
E08	Ability to evaluate the technical, strategic and commercial viability of business initiatives.
G01	Ability to communicate orally, and in writing in a clear and synthetic way using ICT
G02	Ability of self-motivation and adaptation to new environments.
T02	Ability to work in a team, lead groups and cooperate in the realization of projects.

5. Objectives or Learning Outcomes**Course learning outcomes**

Description

Learn the basics of marketing management in the online environment.

Understand how to design and implement an effective and appropriate marketing programme for each of the defined target audiences.

Understand the main principles of Relationship Marketing and the main tools of CRM (Customer Relationship Management).

Acquire an advanced knowledge of the approach of marketing strategies according to the defined objectives and their implementation in marketing activities.

Identify and design the most appropriate business models for each market and environment.

Define the marketing objectives that companies aim to achieve during the process of entering new markets, especially in the internationalisation process context.

Develop hands-on knowledge and expertise in the use of tools commonly used in the management of Marketing Departments.

Identify business opportunities through the use of market research techniques to analyse market opportunities.

6. Units / Contents

Unit 1: Business models and the marketing plan

Unit 2: Relationship marketing: principles, metrics and CRM tools.

Unit 3: Market research tools and techniques applied to the analysis of the market, the environment and the consumer.

Unit 4: Marketing strategies and product and service innovation processes.

Unit 5: Marketing plan control tools. Marketing auditing

Unit 6: International Marketing. Marketing management in global markets.

Unit 7: The digital marketing plan. Marketing management in the online environment.

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	CB06 CB07 CB10 E02 E03 E04 E08	0.6	15	N	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	CB06 CB07 CB10 E02 E03 E04 E08 G02 T02	1	25	Y	N	
Project or Topic Presentations [ON-SITE]	Combination of methods	CB09 G01 G02 T02	0.1	2.5	Y	N	
Group tutoring sessions [ON-SITE]	Group tutoring sessions	CB07 CB10 E02 E03 E08	0.2	5	N	-	
Final test [ON-SITE]	Assessment tests	CB06 CB07 E04 E08 G01	0.1	2.5	Y	Y	
Writing of reports or projects [OFF-SITE]	Combination of methods	CB06 CB07 CB10 E02 E03 E08 G01 G02 T02	3	75	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study	CB06 CB07 CB10 E02 E04 E08 G02	1	25	N	-	
			6	150	Y	N	
Total:			12	300			
Total credits of in-class work: 2			Total class time hours: 50				
Total credits of out of class work: 4			Total hours of out of class work: 100				

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	30.00%	100.00%	
Assessment of active participation	20.00%	0.00%	
Other methods of assessment	50.00%	0.00%	
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Specifications for the resit/retake exam:

For the retake exam, students will be assessed on all the competences associated with the different training activities of the course by means of a final exam, the structure and composition of which will be communicated sufficiently in advance by the teacher.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents	
Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	15
Class Attendance (practical) [PRESENCIAL][Combination of methods]	20
Project or Topic Presentations [PRESENCIAL][Combination of methods]	8
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4.5
Final test [PRESENCIAL][Assessment tests]	2.5
Writing of reports or projects [AUTÓNOMA][Combination of methods]	65
Study and Exam Preparation [AUTÓNOMA][Self-study]	35
Global activity	
Activities	hours
Class Attendance (practical) [PRESENCIAL][Combination of methods]	20
Project or Topic Presentations [PRESENCIAL][Combination of methods]	8
Class Attendance (theory) [PRESENCIAL][Lectures]	15
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4.5
Final test [PRESENCIAL][Assessment tests]	2.5
Writing of reports or projects [AUTÓNOMA][Combination of methods]	65
Study and Exam Preparation [AUTÓNOMA][Self-study]	35
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Sainz de Vicuña Ancín, José María	El plan de marketing digital en la práctica /	ESIC,		978-84-17129-75-0	2021	
Kotler, P.	Principles of Marketing	Pearson	Boston	978-0-273-78699-30-2	2012	
Cateora, P.R.	Marketing internacional	McGraw-Hill Interamericana	México	970-10-5752-X	2006	
Malhotra, N., Birks, D.F., Wills, P.	Marketing research: an applied approach	Pearson	Harlow	978-0-273-72585-5	2012	
Sainz, J.M.	El plan de Marketing en la práctica	Esic	Madrid	978-84-7356-684-1	2010	