

MARKETING, PLANNING AND IMPLEMENTATION

COURSE OUTLINE

1. Introduction

Marketing-I was devoted to the analysis and discussion of the individual elements that are relevant to the design of a marketing plan. It included cases and lectures related to the analytical requirements for positioning: consumer behaviour, market segmentation and differentiation. Later, it studied in some depth the mix elements of product and pricing. In the second term, we will continue the process started a few months ago, as we explore the implementation of marketing decisions.

2. Objectives

The goal of this course is the study of several marketing management situations as they affect the allocation of time, human, or monetary resources with the objective of delivering a product offering to the market.

3. Learning Outcomes

- Assess the different parts of a Communication Plan
- Connect media investments with specific communication goals
- Understand how marketing communications help to build meaningful brands
- How to evaluate creative options in a Communication Plan
- Understand the Economics of the Distribution Channels
- Assess the pros and cons of Direct vs Indirect Channels
- Understand how to manage the conflict with Indirect Channels
- Key elements to design a Sales Force
- Key elements to develop an account plan
- The role of metrics and management style to lead a Sales Force effectively
- Key elements of a Marketing Plan
- How to write a Marketing Plan

4. Competences

This course builds and reinforces the following competences:

- Students should possess and understand knowledge that provides the basis or opportunity for originality in the development and/or application of ideas, often in a research context.
- Students should know how to apply the knowledge acquired and their problem-solving capacity in new and little-known settings within broader (or multidisciplinary) contexts related to their area of study.
- Students should be able to integrate knowledge and deal with the complexity of making judgements based on information that is incomplete or limited, but includes considerations of the social and ethical responsibilities linked to the application of the students' knowledge and judgements.
- Students should know how to communicate their conclusions and knowledge and the ultimate reasons that support them to specialized and unspecialized audiences in a clear, unambiguous way
- Recognizing the dangers and taking advantage of the opportunities that impact the competitiveness and effectiveness of the business (Business Vision)
- Valuing the company above and beyond the limits of one's own job, understanding the interrelationship between the different units and developing interfunctional cooperation (Vision of the Organization)
- Meeting customers' needs, offering them something of value, taking care of every detail in the relationship and providing a response to their requests and suggestions (Customer Orientation).
- Using material and economic resources in the best, fastest, most economical and effective way possible to obtain the desired results (Resource Management).
- Analyzing markets and new business opportunities. Designing sound, relevant and effective market research studies. Having a deep understanding of segmentation, targeting and positioning concepts and putting them into practice.
- Analyzing consumer behavior using empirical analysis tools and theoretical models of human behavior.
- Learning to develop new products or reposition existing ones by means of product, distribution, pricing and communication policies. Managing brands.
- Designing marketing strategies that include and take advantage of information systems and new social networks.

5. Content and Methodology

The course is organized into five modules:

- Communications Policy. The goal of marketing strategy is to determine: (a) What customers to serve? (b) What offer to present? And finally, (c) How to present that offer? In this module we will discuss the elements of a communications plan and how to use the different media available to reach our marketing goals.
- Marketing Channels. This module is devoted to understand the main options in the decision of taking the offering to market. Should the firm deliver its products directly to the end-customer? Should it use one or more of the different intermediaries (e.g., retailers, wholesalers, value-added resellers, etc.)? Which are the economics of the different distribution channels and how do they affect the final price and level of service with which the product is finally delivered to the customer? What are the decisions to be made to cope with changing market

conditions? Will channel conflict arise and, if so, how should it be managed? What are the innovative channel institutions enabled by technology and vertical integration?

- Sales force Management. In this module, we will cover the selling process for different types of products, and the policies and supervision necessary to manage individual salespeople.
- Marketing Plans (Cases and Team Work). Combining the topics to be discussed in this course with those of the previous quarter, we should cover all of the relevant elements of the marketing mix. The objective of this module is to discuss how to design a marketing plan that combines all of these elements in a comprehensive manner. Decisions about product, price, promotion & communications, and placement cannot be considered in isolation and should be consistent with the short and long-run objectives of the firm. Teams will work on two products for which they have to come up with a marketing plan.
- Marketing Strategy: This module will touch on a variety of topics including customer management, designing loyalty programs, the management of innovation and creativity, and how marketing fits within the overall organization strategy.

The basic methodology of this course is case discussions and lectures. Class participation is the key evaluation source, and you will be required to be very well prepared for the case discussion sessions. Superficial preparation generates non relevant class contributions. Your presence, preparation, and participation are of great importance for the learning experience. Not attending to class is a serious matter and you have to communicate it to the section head as well as to myself. Please, take each session as the last of the whole course, and do not postpone getting feedback if you feel you have trouble contributing to the class.

6. Evaluation

Class participation shall be evaluated on the sound marketing reasoning and understanding of the concepts developed in the course.

The evaluation of your performance will be based on your class participation (65%) and final exam (35%)