

COURSE NAME: MARKET STRATEGY AND PLANNING

UFV CODE: 4286 **ECTS:** 4.5

TYPE OF COURSE: OP, 2C

INTERNATIONAL CODE: MKT4286 **YEAR:** 5

REQUIREMENTS: MKT4233

OBJECTIVES: To obtain basic knowledge of market planning and the implications for the rest of the organization. Developing and quantifying marketing strategies. The structure of the Marketing department and implications for strategic development. The course aims to give students capabilities of analysis and synthesis, reading skills, creative thinking and critical abilities in relation to the subject

COURSE DESCRIPTION: Criteria for developing a suitable marketing-mix. Planning

and budgeting for marketing activities. Marketing objectives and how to achieve them.

Economic quantification of the marketing strategy. The marketing plan process. Description of the phases. Development of strategies. Structure. Implementation of the plan. Evaluation of results

BIBLIOGRAPHY: KOTLER, P.: La dirección de marketing. Prentice Hall. OLSON, P.:

Consumer Behavior and marketing Strategy. Mc Graw Hill

METHODOLOGY: Participation, including analysis of case studies and group work

EVALUATION: Continuous assessment, taking into consideration student contribution

(class attendance and participation), individual and/or group work and final exam

PROFESSOR: Jesús Sánchez Cotobal **LANGUAGE:** Spanish