

Course: Market Strategy and Planning

CREDITS: 3

UFV CODE: 4286

INTERNATIONAL CODE: MKT4286

HOURS: 45

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: To be appointed.

LANGUAGE: Spanish.