



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 302011 **Name:** Marketing Plan

Credits: 6,00 **ECTS Year:** 3 **Semester:** 1

Module: Marketing & Commercialization

Subject Matter: Marketing Tools **Type:** Elective

Field of knowledge: Ciencias Sociales y Jurídicas

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

CAOTT Roberto Gil Saura **(Responsible Lecturer)**

roberto.gil@ucv.es

OADG1 Roberto Gil Saura **(Responsible Lecturer)**

roberto.gil@ucv.es

OADG1B Roberto Gil Saura **(Responsible Lecturer)**

roberto.gil@ucv.es



Module organization

Marketing & Commercialization

| Subject Matter | ECTS | Subject | ECTS | Year/semester |
|-----------------------------|-------|---------------------------------------|------|---------------|
| Marketing | 12,00 | Marketing I | 6,00 | 1/2 |
| | | Marketing II | 6,00 | 2/1 |
| Marketing Tools | 24,00 | Commercial Communication | 6,00 | 3/2 |
| | | Customer Relationship Management | 6,00 | 3, 4/1 |
| | | Marketing Plan | 6,00 | 3/1 |
| | | Product and Branding Management | 6,00 | 3/2 |
| Logistics & Internalization | 12,00 | Internationalisation of the Business | 6,00 | 3/2 |
| | | Logistics and Commercial Distribution | 6,00 | 3/2 |

Recommended knowledge

According to the study plan of the degree in Business Administration and Management (ADE), the subject Marketing Plan || Marketing Research has 6 credits and it is taught, optionally, in the first four months of the 3rd year. Students already know the basics of business management, having completed the compulsory subjects of Marketing I and II during the 1st and the 2nd course. This is considered to be the minimum knowledge required to be able to follow properly this subject.

Commercial research and the development of a Marketing Plan are tasks that belong to the commercial area, but that are considered to be of interest for an integral understanding of the operations performed in a business. Therefore, this course should not be understood in an isolated way, as it is linked with other subjects and knowledge areas, such as strategic management, launching new projects, and competitive analysis.



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Know the basic concepts of Commercial Research and Marketing Plan.
- R2 Know how to analyse and conclude a market analysis.
- R3 Apply segmentation and placement criteria.
- R4 Develop and display a marketing plan.
- R5 Present oral and written results of the analysis and diagnosis, and the solutions proposed.
- R6 Working in groups promoting synergies and results orientation.



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

| BASIC | | Weighting | | | |
|---------|---|-----------|---|---|---|
| | | 1 | 2 | 3 | 4 |
| CB1 | That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study. | X | | | |
| CB2 | That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study. | X | | | |
| CB3 | That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues. | | X | | |
| CB4 | That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences. | X | | | |
| CB5 | That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy. | X | | | |
| GENERAL | | Weighting | | | |
| | | 1 | 2 | 3 | 4 |
| CG0 | Speaking well in public. | | X | | |
| CG1 | Capacity of analysis and synthesis. | X | | | |
| CG2 | Adequate management of time and resources. | X | | | |
| CG3 | Capacity to apply knowledge into practice. | | X | | |
| CG4 | Capacity to handle information from different sources. | | | X | |



| | | | | |
|------|---|---|--|---|
| CG5 | Oral and written communication. | x | | |
| CG6 | Use of ICTs | | | x |
| CG7 | Information management. | | | x |
| CG8 | Orientation to problem-solving. | x | | |
| CG9 | Decision-making orientation. | x | | |
| CG11 | Creativity and ability to generate new ideas. | | | x |
| CG13 | Ability to learn and research skills. | | | x |
| CG16 | Self-confidence and decision making. | x | | |
| CG18 | Ability to obtain, from the data, valuable information for decision making. | x | | |
| CG19 | Commitment, responsibility and ethical sense. | x | | |

| SPECIFIC | | Weighting | | | |
|----------|--|-----------|---|---|---|
| | | 1 | 2 | 3 | 4 |
| CE5 | Understanding of existing and new technologies and their impact on new or future markets. | | | x | |
| CE7 | Ability to manage a company or organization, understanding its competitive and institutional positioning and identifying its strengths and weaknesses. | | x | | |
| CE8 | Managing a company through its planning and control, using concepts, methods and tools (e.g. strategy design and implementation, benchmarking, total quality management, ABC cost system). | | | x | |
| CE11 | Design and implementation of information systems in the company. | | | | x |
| CE15 | Ability to obtain, from the data, valuable information for decision making. | | | | x |



CE19 Empathy and ability to understand others.

x

CE20 Capacity for negotiation and problem-solving.

x



Assessment system for the acquisition of competencies and grading system

In-class teaching

| Assessed learning outcomes | Granted percentage | Assessment method |
|----------------------------|--------------------|------------------------------------|
| R1, R2, R3, R4, R5, R6 | 15,00% | Objective Tests |
| R1, R2, R3, R4, R5, R6 | 25,00% | Conduct of Theory-Practice |
| R1, R6 | 10,00% | Class attendance and participation |
| R1 | 50,00% | Final Exam |

Observations

It will be necessary to pass both theoretical modules (2.5 out of 5) and practical (2.5 out of 5) to add and obtain a final grade.

Single assessment

*Pursuant to Article 9 of the General Regulations for Evaluation and Grading of Official and University-Specific Degrees at UCV, **single evaluation** is linked to the inability of students enrolled in a **face-to-face program** to attend classes. It is, therefore, an **extraordinary and exceptional evaluation system** that may be chosen by those students who, with justified and accredited reasons, cannot adhere to the continuous evaluation system and formally request it from the professor responsible for the subject. The professor will then make an express decision regarding the admission of the student's single evaluation request, and the student will be notified of the acceptance or denial.*

*For the **Marketing Plan course**, students are required to attend a minimum of 80% of the sessions.*

*The single evaluation, for both the **first and second attempts**, will consist of a **final exam** accounting for 60% of the grade, along with a **practical exercise** to be completed concurrently with the final exam, representing 40% of the final grade.*

Students enrolled in the Marketing Plan course who anticipate being unable to meet the attendance requirements may request access to recordings of the online modality sessions to facilitate their progress in the course.

Regarding Artificial Intelligence

*In **this course**, the use of any type of **Artificial Intelligence (AI)** is strictly prohibited for the completion of practical assignments or evaluation assessments.*



Online teaching

| Assessed learning outcomes | Granted percentage | Assessment method |
|----------------------------|--------------------|---|
| R1, R2, R3, R4, R5, R6 | 5,00% | Attendance and participation in the activities of synchronous communication |
| R1, R2, R3, R4, R5, R6 | 25,00% | Conduct of deliverables |
| R1 | 15,00% | Regular evaluations through online questionnaires. |
| R1, R6 | 5,00% | Participation in discussion forums |
| R1 | 50,00% | Final on-site assessment. |

Observations

1. *ATTENDANCE AND PARTICIPATION in synchronous communication activities (5% of the total of the final grade, REMOTE ASSESSMENT).*

2. *CARRYING OUT DELIVERABLE AND OTHER ACTIVITIES (45% of the total final grade, REMOTE ASSESSMENT).*

3. *FINAL EVALUATION TEST OF PRESENTIAL VALIDATION (50% of the total of the final grade, PRESENTIAL EVALUATION).*

*The deliverable activities of the course will be grouped in 4 Continuous Assessment Activities (AEC), which must be delivered and obtain a grade higher than 5 in order to take the final exam. Students who have passed these tests must take the final exam for the subject. That it will also fulfill the objective of a validation instrument for the marks obtained in distance activities. In any case, it will be necessary to pass the final exam for the subject in order to pass the subject. In this modality, **single evaluation** will also be applied as stipulated in the observation for the **face-to-face modality**. Additionally, a minimum **80% attendance requirement** will be enforced to be eligible for both the first and second examination sittings.*

Regarding Artificial Intelligence

In **this course**, the use of any type of **Artificial Intelligence (AI)** is strictly prohibited for the completion of practical assignments or evaluation assessments.



CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Problem solving, commentaries, summaries to hand in periodically.
- M3 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M5 Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.
- M7 Supervised monographic sessions with shared participation.
- M9 Application of multidisciplinary knowledge.
- M11 Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc.



- M13 Set of oral and/or written tests used in initial, formative or additive assessment of the student.
- M14 Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M16 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M17 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M19 Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.
- M21 Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.
- M23 Set of written or oral tests used for the initial, formative or cumulative assessment of the student.
- M25 Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.
- M27 Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.
- M29 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.
- M31 Participation in discussion forums related to the subject under the supervision of the lecturer.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

| | LEARNING OUTCOMES | HOURS | ECTS |
|------------------------------------|------------------------|--------------|-------------|
| On-campus Class M3 | R1 | 22,50 | 0,90 |
| Practical Class M9, M11 | R2, R4, R6 | 15,00 | 0,60 |
| Seminar M3 | R2, R4, R6 | 4,50 | 0,18 |
| Group Presentation of Papers M3 | R2, R4, R6 | 6,00 | 0,24 |
| Office Assistance M13 | R6 | 6,00 | 0,24 |
| Assessment M13 | R1, R2, R3, R4, R5, R6 | 6,00 | 0,24 |
| TOTAL | | 60,00 | 2,40 |

LEARNING ACTIVITIES OF AUTONOMOUS WORK

| | LEARNING OUTCOMES | HOURS | ECTS |
|-----------------------------|-------------------|--------------|-------------|
| Group Work M9, M11 | R6 | 30,00 | 1,20 |
| Independent Work M9, M11 | R6 | 60,00 | 2,40 |
| TOTAL | | 90,00 | 3,60 |



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

| | LEARNING OUTCOMES | HOURS | ECTS |
|--|------------------------|--------------|-------------|
| Synchronous Virtual Session M17 | R1, R6 | 4,00 | 0,16 |
| Synchronous Vitual Practical Session M21, M27, M29, M31 | R1, R2, R4, R5, R6 | 4,00 | 0,16 |
| Seminar and Synchronous Virtual Videoconference M17 | R1, R6 | 4,00 | 0,16 |
| On-site or Synchronous Virtual Assesment M23 | R1, R2, R3, R4, R5, R6 | 3,00 | 0,12 |
| TOTAL | | 15,00 | 0,60 |

ASYNCHRONOUS LEARNING ACTIVITIES

| | LEARNING OUTCOMES | HOURS | ECTS |
|---|--------------------|---------------|-------------|
| Individual Work M25 | R1, R2, R4, R5, R6 | 60,00 | 2,40 |
| Tutorial Support Sessions M27 | R1, R2, R4, R5, R6 | 5,00 | 0,20 |
| Group Work M31 | R6 | 10,00 | 0,40 |
| Discussion Forum M31 | R6 | 10,00 | 0,40 |
| Continuous Assessment Tasks M1, M17, M19, M25, M29 | R1, R2, R4, R5, R6 | 50,00 | 2,00 |
| TOTAL | | 135,00 | 5,40 |



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

| Content block | Contents |
|--|---|
| Marketing research and business planning as marketing functions in the company | Unit 1. Marketing Plan, Commercial Research and its process |
| Foundations of marketing research | Unit 2. Research designUnit 4. Measurement and scalesUnit 5. Design of questionnairesUnit 6. Sampling: design and processUnit 7. Field workUnit 8. Data analysis and report |
| Qualitative research techniques | Unit 3. Research Techniques |
| Quantitative research techniques | Unit 3. Research Techniques |
| Marketing research application in the analysis and diagnosis of the situation | Development of research practice 1 |
| Marketing research application to strategic decision making | Development of research practice 2 |



Temporary organization of learning:

| Block of content | Number of sessions | Hours |
|--|--------------------|-------|
| Marketing research and business planning as marketing functions in the company | 1,00 | 2,00 |
| Foundations of marketing research | 4,00 | 8,00 |
| Qualitative research techniques | 1,00 | 2,00 |
| Quantitative research techniques | 5,00 | 10,00 |
| Marketing research application in the analysis and diagnosis of the situation | 5,00 | 10,00 |
| Marketing research application to strategic decision making | 14,00 | 28,00 |



References

Básica

- Dekel-Dachs, O., & Kawaf, F. (2024). Visual methods in marketing and consumer research. Routledge.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2024). Marketing 6.0: el futuro es inmersivo. Lid Editorial.
- Kotler, P. y Armstrong, G. (2021). Principles of Marketing. 18th. ed. Ed. Pearson.
- Hawkins, D. y Tull, D. (1993). Essentials of Marketing Research. MacMillan.
- Malhotra, N. (2008). Investigación de Mercados. Pearson, Prentice Hall.

Avanzada - Específica

- Cohen, W (1993), El Plan de Marketing, Ed. Deusto.
- De Leeuw, E., Hox, J. y Dillman, D. (2008). International Handbook of Survey Methodology. European Association of Methodology
- Diez de Castro, E. y Landa Bercebal, J. (1994) Investigación en Marketing, Editorial Civitas. Madrid
- Grande I. y Abascal E. 2000 (1994). Fundamentos y técnicas de Investigación Comercial. Esic Editorial.
- Hernández, C; Del Olmo, R; García J. (1994). El Plan de Marketing Estratégico, Gestión 2000.
- Kartajaya, H., Kotler, P., & Hooi, D. H. (2019). Marketing 4.0: moving from traditional to digital. World Scientific Book Chapters.
- Knaflitz, C. N. (2015). Storytelling with data: A data visualization guide for business professionals. John Wiley & Sons.
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- Ortega E. (1990). Manual de Investigación Comercial. Ed. Pirámide.
- Rovira, P. & Samblancat, V. Analítica Visual. (2021) Como explorar, analizar y comunicar datos. Anaya Multimedia.
- Sainz de Vicuña, J.Mª (2018). El Plan de Marketing en la Práctica. Esic.
- Wexler, S., Shaffer, J., & Cotgreave, A. (2017). The big book of dashboards: visualizing your data using real-world business scenarios. John Wiley & Sons.



Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

Situation 1: Teaching without limited capacity (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

Situation 2: Teaching with limited capacity (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☒ Microsoft Teams

☐ Kaltura



Situation 3: Confinement due to a new State of Alarm.

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☒ Microsoft Teams

☐ Kaltura

Explanation about the practical sessions:

This addendum will be applied before the application of restrictions to teaching of a general nature by the University.



2. System for Assessing the Acquisition of the competences and Assessment System

ONSITE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

| Course guide | | Adaptation | |
|-----------------|----------------------|--------------------------------------|---------------------|
| Assessment tool | Allocated percentage | Description of the suggested changes | Platform to be used |

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System:

This addendum will be applied before the application of restrictions to teaching of a general nature by the University.



ONLINE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

| Course guide | | Adaptation | |
|-----------------|----------------------|--------------------------------------|---------------------|
| Assessment tool | Allocated percentage | Description of the suggested changes | Platform to be used |

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System:

Esta adenda será de aplicación ante la aplicación de restricciones a la docencia de carácter generalizado por parte de la Universidad.