

Marketing Planning and Implementation (4 ECTS)

Introduction

In the Marketing Management I course we dealt with the analysis of the individual elements that are important in the design of a marketing plan. That course included cases related to the necessary market analysis, selection of a part of such market and the ideation of a preferred positioning. We discussed aspects of consumer behavior, market segmentation and differentiation. Subsequently, product, brand and price policies were studied in depth. In this second part we will continue the process started a few months ago, exploring marketing decisions related to communications, distribution, and sales force management. We will also broaden the scope of our analysis considering the implementation of business decisions.

Objectives

The goal of this course is, therefore, twofold: to close the study of the marketing mix elements (place and promotion) as well as to analyze marketing management situations considering the distribution of time and human or monetary resources with the objective of channelling a product or service offer to market.

Content

The course is divided into four modules:

1. Managing the sales force. For many companies, the salesforce is their only source of revenue. Thus, for companies that decide to enter the market with - at least in part - a direct sales organization, salesforce management, as well as their integration with the rest of the distribution channels are of the utmost importance. Here we will deal with sales processes for different types of products, as well and the policies and supervision necessary to manage salespeople at the individual level.
2. Designing and managing channels of distribution. In this module we will dedicate ourselves to the

understanding of the main options when it comes to making the offer available to the market. Should the company deliver the products directly to the end customer? Should it use one or more of the different intermediaries (e.g., agents, wholesalers, value-added resellers, etc.)? What are the economics of the different distribution channels and how do they affect the final price and the level of service with which the product is sent to the customer? What are the decisions that must be taken in order to face the changing market conditions?

3. Communication in the digital era. The purpose of the marketing strategy is to determine (a) what customers to serve, (b) what offer to present and, finally, determine (c) how to present that offer. Communication policies determine the best way to get our message to those customers. We will discuss the necessary elements to elaborate this policy: mission, market, messages, media, money and measurement. We will cover both "hard" aspects of communication (e.g., measuring the results of an advertising campaign) and the "softer" ones (e.g., the choice of creativity).

4. Customer analytics, customer orientation and sustaining value. We finalize the two marketing courses with a central theme in any business discussion: the ability of the organization to measure and understand the customer. We will touch on topics such as customer lifetime value, the value created and delivered to the client, life cycle segmentation, the use of big data and CRMs, as well as the importance of market research and the ability to diagnose business problems.

Evaluation

Assignment Weight Comments:

- Classroom Performance 40% (attendance & quality of participation)
- Individual Exam 60%

Competences

Basic

CB6. 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.

CB7. The students know how to apply the knowledge acquired and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. The students can integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9. Students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

General

CG9. Interpret the global context to analyze and judge the threats and opportunities for the organization.

CG10. Incorporate living as a global citizen facing the multicultural aspects present in the global market.

CG11. Formulate and evaluate business strategies in decision making, anticipating the economic consequences of action plans.

Specific

CE17. Design rigorous market research to identify new business opportunities within given segments and position products accordingly.

CE18. Analyze consumer behaviour using empirical analysis tools and theoretical models of human behaviour.

CE19. Plan the development and launch of new products of existing products with all the necessary organizational resources (financial, commercial, human, etc.).

CE20. Design marketing strategies that incorporate and take advantage of information systems and new social networks.