



[MARK-2] MARKETING PLANNING AND IMPLEMENTATION

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 related to the analytical requirements for positioning a product or service: consumer behaviour, market segmentation, and competitions analysis. It also covered some fundamental mix elements of product, price, and an introduction to distribution.

This module builds upon the process that we started a few months ago, as we will continue to explore fundamental mix elements such as promotions or communications and we will delve into the implementation of marketing decisions. Hence, **this course focuses on the design of the marketing strategy and the implementation of a marketing plan and budgets**. We will do so organizing the course in two main modules:

Integrated Marketing Communications. We will start by focusing on how to integrate the different marketing communication vehicles a firm could use and the complementarities among them. We will give special attention to the current changes the world of marketing and communication is undergoing as a consequence of digital technology advancements.

Marketing Plans and Go-to market strategies. As the forces of open markets and competition and access to information demand that companies become more customer-centric, marketing strategy and planning has developed into a critical managerial activity. We will discuss cases covering the spectrum from traditional consumer goods products to the introduction of radical new innovations and services.

Objectives

Our educational objective is to develop strategic marketing knowledge and a thorough understanding of how to develop a comprehensive marketing plan and to apply this knowledge via cases and an individual project. In particular, we will develop and practice the connections between marketing strategy, plans, implementation and sustainable profitability.

More specifically the course objectives are:

1. To develop full understandings of all the elements of a comprehensive communications plan.
2. To introduce key basic concepts of the design and management of a fundamental element of the marketing mix: distribution channels.

3. To illustrate how the communications plan, channels design, and sales force policies are all interconnected in winning business models.
4. To master the design, writing, pitching, and implementation elements of a marketing plan.

Learning Outcomes

Good learning outcomes are focused on what the learner will know or be able to do by the end of a defined period of time and indicate how that knowledge or skill will be demonstrated. Learning outcomes can address content, skills, and long-term attitudes or values.

By the end of this course, students will be able to:

- Formulate a comprehensive communications program.
- Understand the principles of channel design.
- Acquire a working understanding of the design and implementation of the customer lifetime value analysis as well as the foundations of how to build a loyalty program.
- Write a marketing plan incorporating all elements of the marketing mix.

Competences

General Competences

- To prioritize objectives, schedule activities appropriately, and execute them within the proper timeframe.
- To distinguish and categorize relevant information effectively for business decision making.
- To interpret the global context in order to analyze and judge the threats and opportunities facing the organization.
- To formulate and evaluate business strategies in decision-making, anticipating the economic consequences of action plans.

Specific Competences

- To design rigorous market studies to identify new business opportunities within given segments and position products accordingly.
- To analyze consumer behavior through empirical analysis tools and theoretical models on human behavior.
- To plan the development and launch of new products or the repositioning of existing products, including all the organizational resources needed (financial, commercial, human, etc.).
- To design marketing strategies that incorporate and take advantage of information systems and the new social media.

Content

The course has three delivery segments:

Preparation

- Prepare the cases included in the course package, preparation questions can be found in this document.
- Carefully read: HBS 8186 Marketing Reading: Marketing Communications

On-Campus

We will cover the cases included in the course package and one wrap-up lecture with emphasis on how to write and deliver a comprehensive marketing plan.

Consolidation

Teams will prepare a marketing plan for a case I will distribute at the end of the residential module. The goal of this task is to help you understand and practice how a marketing plan is designed and written.

Methodology

The course will rely on case discussions.

References

For other book recommendations, visit my Goodreads page at: <http://bit.ly/KT6wUO>

Evaluation

The grading breakdown for this course is as follows:

- Class participation: 60%
- Team marketing plan: 40%

You will benefit from this course by exposing your analysis and judgment on the cases to the class. **Class interactions will be the major way of achieving the goals of this course.** The benefit that you derive from this course will be in direct proportion to the extent to which you expose your own viewpoints or conclusions to the judgment of the class. You should view class participation as an opportunity to enhance your understanding of the material. Be prepared to provide constructive input as the class works together to address the issues of the case.

The situations in the cases are complex. Rarely will there be a single right answer, although there may be wrong answers. The class does not need to always come to a unanimous consensus because the appropriate response often depends upon which assumptions are accepted. **Real learning takes place when you see how others address a problem about which you have thought carefully.**

I am always available to give personal feedback at my office, or by email appointment. In addition, you will receive written feedback on your marketing plans team assignments.

During the distributed learning module or in case of emergency you can also reach me by phone (+34 660872201).