

Course unit title: MARKETING PLANNING

Course unit code: 2-1-14

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 2st

Semester: 1st

Number of ECTS credits allocated: 6 ECTS

Name of lecturer: Paulo Lucas

Objectives

Marketing Planning is a logical subject in a Business Communication course, since it has a threefold profile: 1) It is relevant and opportune; 2) It is part of one of the most important scientific structural areas of the Course; 3) It provides a technocratic and work-intensive perspective of Marketing, rejecting the fallacy that it all revolves around mere inspiration.

Learning outcomes of the course unit

Marketing Planning will provide the student with theoretical and practical knowledge of how to develop one of the most important tools in marketing, the design of a marketing plan.

On completion, the student will be able to define a strategic plan and define a step-by-step marketing plan for any product or service.

The students will acquire skills in the following areas:

- what is a marketing plan and how to devise it
- what strategy should be adopted: Defence, Attack, Sidestepping, Guerrilla.
- how to construct the various elements of a marketing plan

Market and client analysis

Product analysis, positioning and segmentation

Defining and planning goals and strategies

Drafting the advertising and promotion plan

Preparing the distribution, pricing and sales plan

Designing the most adequate forecasting

Implementing the plan in the real market

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

I - Theme framing

II - Marketing planning process

III - Operating the plan

1. Product

2. Price

3. Place

4. Promotion

Others P's

5. People

6. Packaging

7. Politics

IV - Marketing control

V - New tendencies

1. Relational marketing

2. Web Marketing and Interactive Marketing

3. Electronic Commerce

Recommended Reading

- Marketing Plans – Malcom McDonald – B.H Sixth Edition
- A Arte da Guerra – Sun Tzu – Europa América
- Marketing de Guerra – Al Ries , Jack Trout – Mc Graw Hill

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese