

Marketing Planning (F710305)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size	<i>(nominal values; actual values may depend on programme)</i>		
Credits 6.0	Study time 180 h	Contact hrs	45.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	Dutch	Gent	project	25.0 h
			microteaching	5.0 h
			PDE tutorial	10.0 h
			lecture	5.0 h
			online lecture	0.0 h

Lecturers in academic year 2020-2021

Slabbinck, Hendrik	EB23	lecturer-in-charge
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Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Teaching in Economics (main subject Business Administration)	6	A
Master of Science in Business Administration (main subject Commercial Management)	6	A

Teaching languages

Dutch

Keywords

Marketing, Strategy, Planning, Project

Position of the course

The objective of this course is to convert acquired theoretical marketing knowledge and skills into a strategic marketing plan for a real business case. An organization with a specific marketing problem provides this case. The case should be subjected to a thorough analysis and will translate into an appropriate strategy and the necessary tactical decisions. Students are expected to critically reflect on the marketing problem. They have to be able to organize themselves in a professional team in order to write a marketing plan in a professional manner and present this plan. To complete this task successfully, students will have to synthesize previously acquired marketing knowledge and have to be able to work in teams.

The course is based on the principle of problem based learning.

Contents

- Sessions in which the operating domain of the company is explored (train-the-consultant)
- Analysis of the strategic marketing problem
- Collect relevant (primary and secondary) market information by means of market research
- Integrate the collected information into a suitable marketing strategy (objectives, target groups, positioning, marketing mix)
- Develop the required decisions and apply them in the marketing mix
- Create a marketing plan with relevant analytical tools (e.g.; Environmental analysis, Competitive Analysis, Customer Analysis, Market Analysis, Internal analysis, SWOT analysis and confrontation matrix, STP, Product Management, Pricing, Communication Management, Distribution Management, Relationship Management, Implementation, Financial projection and ROMI-indicators).
- Creative thinking

- Presenting the marketing case and strategic decisions to the company by means of a paper and several intermediate presentations.

Initial competences

Basic knowledge of marketing management (marketing communication, marketing strategy, market research, ...)

Final competences

- 1 Knowledge of the most important elements, concepts and analytical tools of a marketing plan and having insights in the interconnection between them.
- 2 Gain insight in creating a marketing plan for a client.
- 3 Given the given strategic problem at hand, justifying the necessary elements in the marketing planning process.
- 4 Analyzing the business environment in order to define market opportunities and threats.
- 5 Converting the most important elements, concepts and analytical techniques of a marketing plan into marketing strategies and tactics.
- 6 Working in team on a business case.
- 7 Developing project-management skills.
- 8 Integrating feedback into the own strategic vision.
- 9 Appropriately dealing with external clients.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Lecture, microteaching, PDE tutorial, project, online lecture

Extra information on the teaching methods

project: the master students commercial sciences work for master students Bio Engineers. The Bio Engineers develop for the course 'Product Innovation' a new food product for which the students in commercial sciences develop a marketing plan. Students commercial sciences work in teams and act as consultants for the 'client' (i.e. the Bio Engineers) to which they present their marketing problem and approach.
 Micro teaching: students are requested to gather information on a specific topic (eg. what is innovative marketing). The summarized information needs to be presented to the other students in the consecutive week.
 PBL: under the guidance of a tutor students learn to analyse and to structure a general business problem in order to come to specific and realistic solutions.

Learning materials and price

A reader, Powerpoint slides, additional information about the project and an overview of the planning of the sessions will be available on the online learning platform. We also advise students to use course books of relevant marketing courses (for example Hooley, G., Piercy, N.F. and Nicoulaud, B (2017). Marketing Strategy and Competitive Positioning, 6th Edition.

Cost: no need to buy new books. 10€ for additional course materials.

References

Hooley, G., Piercy, N.F. and Nicoulaud, B (2017). Marketing Strategy and Competitive Positioning, 6th Edition.

Wood, M.B. en De Berg, E. (2012). Het marketingplan, 4e editie. Pearson

Course content-related study coaching

Feedback by teachers and/or external advisors is given during the sessions, but is also possible with an appointment or by email

Evaluation methods

continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Examination methods in case of periodic evaluation during the second examination period

Examination methods in case of permanent evaluation

Participation, peer assessment, report

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

- 1 Evaluation of the marketing plan
- 2 Presentations during de different stages of the project
- 3 Process evaluation (team work, time management, contacts with the client, ...)
- 4 Individual peer-evaluation (contribution to paper, persistency, participation to feedbacksessions, ...)

Second examination term:

Rewrite the marketing plan that was handed in during first examination term - individually or in group. Second examination term is only possible when a student handed in a marketing plan with other students during the first examination term and participated during the feedback sessions and activities.

Calculation of the examination mark

- 1 paper: 70%
- 2 Presentations: 30%
- 3 Peer assessment: the scores acquired on 1-2 are on group level. These points are individually corrected on the basis of a peer assessment.

Facilities for Working Students

These students need to contact the lecturer before the first class.