

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	MARKETING PLAN		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	7643
Teaching period:	Seventh semester		
Area:	Strategic Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

La asignatura es eminentemente práctica y el resultado del aprendizaje está conectado con el desempeño de las competencias instrumentales relacionadas con “el saber hacer”. Tanto es así, que esta asignatura sirve como entrenamiento del alumno para la preparación de su trabajo fin de grado, que consiste en la elaboración de un Plan de marketing de un producto concreto o de su propia idea de negocio.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To understand marketing and enterprise as a service for the people within a company and society in general.

An ability to organise and plan for the purposes of marketing and business management.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

An ability to design and manage projects in the field of marketing and sales organisation.

Specific skills

To be familiar with and analyse those market forces affecting business activity.

To develop effective oral and written communication skills.

To be able to manage quantitative and computer tools for decision-making applicable to marketing and for effective presentations.

To be able to design and manage projects.

To be capable of developing marketing strategies for the survival of a company, securing suitable gains for shareholders while respecting the needs of stakeholders.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours