

1. BASIC DATA

Subject	MARKETING PLANNING
Degree Program	DEGREE IN MARKETING
School / Faculty	SOCIAL SCIENCES
Year	FOURTH YEAR
ECTS Credits	6 ETCS
Type	COMPULSORY
Language	SPANISH
Modality	IN PERSON
Semester	2nd SEMESTER
Academic Year	2025 - 2026
Coordinator	Luis Miguel Pérez Granero PhD
Lecturers	Luis Miguel Pérez Granero PhD

2. PRESENTATION

The Marketing Planning subject belongs to the Marketing Degree.

This Module is developed from vertical integration, since, throughout the four years of training that the Marketing Degree occupies. This subject has a total of 6 ECTS credits, in which students will acquire theoretical-practical skills to be able to implement, in the future, Strategic Marketing Plans close to the work environment.

The purpose of this subject is to direct the student to analyze the environments of the different market niches based on a critical study of all the information acquired in the classroom.

3. COMPETENCES AND LEARNING OUTCOMES

Basic competences:

- CB1 - That students have demonstrated possession and understanding of knowledge in an area of study that is based on general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.
- CB 2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

- CB3 - That students have the ability to gather and interpret relevant data (normally within their area of study) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature.
- CB4 - That students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.
- CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Transversal competences:

- CT02 - Autonomous learning: Set of skills to select strategies for searching, analyzing, evaluating and managing information from diverse sources, as well as to independently learn and put into practice what has been learned.
- CT03 - Teamwork: Ability to integrate and collaborate actively with other people, areas and/or organizations to achieve common objectives.
- CT09: Global Mindset: Being able to show interest in and understand other standards and cultures, recognize one's own predispositions and work effectively in a global community.

Specific competences:

- CE01 - Ability to understand the function of marketing instruments and their contribution to achieving the company's strategic objectives in a national and international environment.
- CE02 - Ability to understand how marketing actions should be designed based on the optimal use of the marketing mix.
- CE04 - Ability to identify market needs in order to offer solutions that can satisfy consumer expectations.
- CE05 - Ability to understand the role of marketing within the company's strategic planning process (Mission - Vision - Values - Strategies - Action Plan - Marketing Plan).
- CE08. Ability to interpret the arguments contained in the briefings and produce marketing actions aimed at covering and satisfying the needs of the target audience.
- CE12 - Ability to interpret the return of each investment made in the marketing function, seeking to improve the market share and profitability of the department.
- CE16 - Ability to produce corporate, competitive and company business strategies to apply them to marketing actions of segmentation, positioning, growth, and innovation.

Learning outcomes:

The student, upon passing the subject, will be able to:

- **RA1:** The student will be able to carry out the reflection process necessary to lay the strategic foundations of a marketing plan.
- **RA2:** The student will be able to list the key success factors to enhance through a marketing plan.
- **RA3:** The student will be able to place the marketing plan in management, so that it facilitates the operational development of marketing subject to the business or organizational strategy.

The table below shows the relationship between the competencies developed in the subject and the learning outcomes pursued:

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Competencies	Learning outcomes
CB2, CB3, CT02, CE1, CE2, CE5, CE16	RA1: The student will be able to carry out the reflection process necessary to lay the strategic foundations of a marketing plan.
CB2, CB3, CT03, CE02, CE01, CE05, CE12, CE16	RA2: The student will be able to list the key success factors to enhance through a marketing plan.
CB2, CB3, CT03, CE02, CE01, CE05, CE12, CE16	RA3: The student will be able to place the marketing plan in management, so that it facilitates the operational development of marketing subject to the business or organizational strategy.

4. CONTENTS

The subject is organized into two units:

Unit 1. The importance of strategic clarification prior to marketing planning. Marketing planning process.

Unit 2. Development of product planning, price, promotion, distribution, image and communication.

Unit 3. Design and management of the marketing plan: analysis, synthesis, grouping and prioritization; strategic coherence; conceptual simplicity and formal difference.

Unit 4. Marketing planning tools.

5. TEACHING-LEARNING METHODOLOGIES

Below are the types of teaching-learning methodologies that will be applied:

- Master class/web conference.
- Case Method (face-to-face modality)
- Problem-Based Learning (PBL) (face-to-face mode)
- Project-based learning (face-to-face mode)
- Simulation environments

6. FORMATION ACTIVITIES

Below, the types of training activities that will be carried out and the student's dedication in hours to each of them are identified:

Training activity	Number of hours
Participatory group activities. (Face-to-face modality)	25h
Student group work	25h
Case analysis, problem solving, project development, simulation (face-to-face mode)	30h

Self-employment (face-to-face mode)	8pm
Work guided by the teacher (learning monitoring, tutorials, etc.)	3pm
Master classes (In-person mode)	35h
TOTAL	150

7. ASSESSMENT

The evaluation systems are listed below, as well as their weight on the total grade of the subject:

Face-to-face modality:

Evaluation system	Weight
Knowledge test	50%
Case analysis and problem resolution	20%
Projects	15%
Case / Problem	15%

In the Virtual Campus, when you access the subject, you will be able to consult in detail the evaluation activities that you must carry out, as well as the delivery dates and evaluation procedures for each of them.

7.1. Ordinary call

To pass the course in the regular exam session, you must obtain a weighted average grade equal to or greater than 5.0 out of 10.0, in accordance with the evaluation system established in section 7.

In any case, it is necessary to obtain a grade equal to or greater than 5.0 in the final exam (knowledge test) for it to be averaged with the rest of the activities.

7.2. Extraordinary call

To pass the course in the extraordinary exam session, you must obtain a final grade (weighted average) equal to or greater than 5.0 out of 10.0.

In any case, it is necessary to obtain a grade equal to or greater than 5.0 in the final exam for it to be averaged with the rest of the activities.

Practical activities not passed during the regular session must be submitted after receiving the corresponding corrections from the instructor, or those that were not submitted, before the date of the extraordinary exam. These activities will be graded with a maximum score of 8.0.

Activities conducted outside the classroom, such as visits, events, or professional talks, are not recoverable. Neither are activities that assess attitudes (attendance, participation, and exercises or activities carried out in class).

Group activities that need to be recovered must be completed individually..

8. SCHEDULE

This section indicates the schedule with delivery dates for evaluable activities of the subject:

Evaluable activities	Date
Assignment / Project / Case Study	Week 3
Assignment / Project / Case Study	Week 7
Assignment / Project / Case Study – Week 12	Week 12
Final Knowledge Test	Weeks 18–19

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

Exam dates.

They will take place on May 24, 2026. However, it will be confirmed and formally communicated at the appropriate time through the official channels established for this purpose.

The extraordinary call period will be between July 1 and 14, 2026.

9. CLASS ATTENDANCE

The minimum attendance required to sit the final knowledge test for the Ordinary Call is 50%. In cases where this requirement is not met, the professor will be authorised to grade the subject as failed in the ordinary call and students will only be able to access the Extraordinary Call.

Virtual attendance (hyflex) to sessions is permitted exclusively for justified and classified cases, in particular: exceptional cases duly justified and expressly authorised by the professor (illness, accident, etc.), and those explicitly authorised by the Academic Advisory Service. Otherwise, it will be recorded as non-attendance.

10. BIBLIOGRAPHY

The reference work for monitoring the subject is:

- Armstrong, G., & Kotler, P. (2013). Fundamentals of marketing. Pearson Education.
- Kotler, P., & Keller, K. L. (2012). Marketing Management. Pearson Education.

11. UNIT , DIVERSITY AND INCLUSION

From the Educational Guidance, Diversity and Inclusion Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and the equalization of opportunities.

This Unit offers students:

1. Accompaniment and monitoring by providing personalized advice and plans to students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, in those students with specific educational support needs, thereby pursuing equity of opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance by providing tools and advice to students with vocational doubts or who believe they have made a mistake in choosing a degree.

Students who need educational support can write to us at: orientacioneducativa.uev@universidadeuropea.es.

12. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to detect strengths and areas for improvement regarding the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey space of your virtual campus or through your email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.