



Course Information					
Code:	<b>MAR53027</b>	Course:	<b>PLANEAMIENTO Y DIRECCIÓN DE MARKETING</b>		
Coordination Area / Program:	<b>FAC. CC.EE. MARKETING</b>				Mode: <b>Presencial</b>
Credits: <b>04</b>	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: <b>128</b>
	H.Teoría	64	0	64	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: <b>2024-02</b>	Start date and end of period: <b>del 19/08/2024 al 08/12/2024</b>				
Career: <b>MARKETING</b>					

Course Pre-requisites		
Code	Course - Credits	Career
	> 120 Créditos.	MARKETING
	> 160 Créditos.	MARKETING
FC-MKT POLPRERE	POLÍTICA DE PRECIOS Y RENTABILIDAD	MARKETING
FC-MKT DESGERPR	DESARROLLO Y GERENCIA DE PRODUCTO	MARKETING
DGA-FINANCE	FINANCE	MARKETING
FC-ADM FINAEMPR	FINANZAS EMPRESARIALES	MARKETING
FC-IDI ENG06RRE	ENGLISH VI: RREL	MARKETING
FC-IDI ENG06	ENGLISH VI	MARKETING

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
BECERRA CASTILLO, ANGELICA MARIA	abecerrac@usil.edu.pe	De 8:00 a.m. a 6:00 pm	Coordinación de Marketing Fernando Belaunde C1

Instructors
You can check the timetables for each teacher in their INFOSIL in the <b>Classes Development Teachers</b> option <b>Teachers</b> .

Course Overview
Marketing Planning and Management is a specialized training subject, of a theoretical nature and contributes to the development of specific competencies in market research, financial management and control, marketing promotion, strategic planning and organization and leadership. It includes the development of the following thematic axes: operational and strategic marketing strategies, competitive advantage, generic business strategies, segmentation, positioning and marketing mix. The creditable product is a capstone project where they design specific strategies and tactics for each of the components of the marketing mix: the 4 P's for products and the 7 P's for services.

Professional / General Competences			
Carrer / Programa	Code / Name of the Competence	Level of the Competence	Expected learning
Marketing	CP1: Market Research	N3 Evaluates the different environments at a regional, national and international level through various investigations.	Recognizes the importance of market research as an important tool for searching, obtaining and interpreting information for strategic decision making. Identifies problems or opportunities that require research and designs, implements and evaluates qualitative and quantitative research to contribute to understanding a market problem.

	CP2: Financial Management and Control	N3 Applies accounting and financial tools that allow efficient management of business budgets, supporting it orally and in writing in Spanish or English.	Applies tangible and intangible resources to organize and control costs. Recognizes the importance of soft skills for leading high-performance teams.
	CP3: Marketing Promotion	N3 Evaluates Marketing communication strategies that allow the established commercial objectives to be achieved.	Clearly identifies the importance of integrated marketing communications and its relationship with positioning, market share and top of mind. Understand the consumer and design his profile using the insights and segmentation to build effective promotional messages..
	CP4: Strategic Management	N3 Design and implement Marketing plans based on the commercial and economic objectives of the company in the short, medium and long term.	Analyze the external environment to identify opportunities and threats and thus plan strategically, establish the results and the actions to be taken for the brand and company. Analyze the internal environment to identify strengths and weaknesses and thus plan strategically, establish results and actions to be taken for the brand and company.
	CP5: Organization and Leadership	N3 Plan, execute and evaluate activities of various work teams in the short, medium and long term with social responsibility.	Organize activities using management models, designate tasks and lead effectively to achieve objectives.. Know, propose and evaluate their proposals for process improvements, seeking innovation, developing their teamwork and joining efforts to achieve the objectives of the organization.

General Course Result	Unit Result
At the end of the course, the student delivers a final project where they design specific strategies and tactics for each of the components of the marketing mix: the 4 Ps for products and the 7 Ps for services. Supporting the team's position with leadership, responsibility and ethics with solid arguments.	1. At the end of the unit 1, the student interprets the situation of the company and its business objectives, leading a consulting team that works in an organized, collaborative and ethical manner.
	2. At the end of the unit 2, the student analyzes the characteristics of the external and internal environment, as well as relevant trends, highlighting the opportunities that the target segments pose in an ethical and responsible way with the associated risks.
	3. At the end of the unit 3, the student establishes feasible and coherent marketing strategies (mix), which will be integrated into schedules and dashboards, which guide the implementation and audit in a comprehensive, structured and flexible way.
	4. At the end of the unit, the student proposes a marketing plan that guides a real company towards that desired future, supporting with solid arguments the position of the team with leadership, responsibility and ethics.

Development of activities	
<b>Unit Result 1:</b> <i>At the end of the unit 1, the student interprets the situation of the company and its business objectives, leading a consulting team that works in an organized, collaborative and ethical manner.</i>	
<b>Session 1:</b> <i>At the end of the session, the student identifies the problems and/or aspirations of a real company, reviewing the case and researching external sources of information in an organized and collaborative way.</i>	Semana 1 a 2

<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
The student identifies the objectives of the course, its methodology and evaluation system. Organizes work teams, defines the responsibilities of its members and proposes an activity plan. Recognizes the assigned company and interprets its institutional objectives and aspirations for the preparation of a commercial proposal reflected in a Marketing Plan. Through the teacher's instructions, cases and bibliography.	- Presentation of the course. - Presentation of the assigned company. - Marketing Plan: Definition, objectives, scopes, indicators, finances, etc.	Presentation (PPT or other visual support) of the team's organization and management positions. Organizational chart, schedule of activities, managerial functions, etc. Link to the cloud storage platform (Drive) for teamwork
<b>Unit Result 2:</b> <i>At the end of the unit 2, the student analyzes the characteristics of the external and internal environment, as well as relevant trends, highlighting the opportunities that the target segments pose in an ethical and responsible way with the associated risks.</i>		
<b>Session 2:</b> <i>At the end of the session, the student evaluates the characteristics of the external and internal environment, estimating the potential demand and investigating the markets/segments, in a structured, comprehensive and collaborative way.</i>		Semana 3 a 7
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
The student will be able to: - Analyze the external environment. - Analyze the internal environment. Through the teacher's instructions, cases and bibliography.	- External analysis: Sector, PESTEL, market (size, segments), competitor analysis, products, channels, technology and trends, among others. - Internal analysis: organization, AMOFHIT, products and stakeholders, among others.	- Presentation (PPT or other visual support) of the analysis of the situation. Individual feedback. - Qualified Practice 1
<b>Session 3:</b> <i>At the end of the session, the student establishes the target segments and positioning of the assigned brand/company, according to the situational analysis and opportunities detected, in a coherent and collaborative way.</i>		Semana 8 a 9
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
The student will learn to: - Define the target segments. - Define strategic positioning. Through the teacher's instructions, cases and bibliography.	- Strategic Marketing: Segmentation and Positioning.	- Exposure (PPT or other visual support) of Strategic Marketing. Individual feedback. - Qualified Practice 2
<b>Unit Result 3:</b> <i>At the end of the unit 3, the student establishes feasible and coherent marketing strategies (mix), which will be integrated into schedules and dashboards, which guide the implementation and audit in a comprehensive, structured and flexible way.</i>		
<b>Session 4:</b> <i>At the end of the session, the student formulates feasible and coherent marketing strategies (mix) for correct strategic decision-making, in a collaborative, coherent and ethical way.</i>		Semana 10 a 12
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
The student will be able to: Build a feasible, winning, coherent and ethical strategic proposal (mix). Through the teacher's instructions, cases and bibliography.	- Marketing Mix (4Ps-8Ps, 4Cs, 4Es).	- Exposure (PPT or other visual support) of marketing strategies. Individual feedback. - Qualified Practice 3
<b>Session 5:</b> <i>At the end of the session, the student proposes activity schedules and dashboards to manage marketing results, warning deviations and introducing necessary corrective adjustments, in a timely and systematic manner.</i>		Semana 13 a 13
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
The student will achieve: Apply the concepts of planning, organization, direction, execution and supervision mechanisms of the operation of a marketing organizational unit. Through the	- Marketing Management and Control. - ROI del Marketing.	- Presentation (PPT or other visual support) of schedule of activities and dashboard. Individual feedback. - Online certification

teacher's instructions, cases and bibliography.		
<b>Unit Result 4:</b> <i>At the end of the unit, the student proposes a marketing plan that guides a real company towards that desired future, supporting with solid arguments the position of the team with leadership, responsibility and ethics.</i>		
<b>Session 6:</b> <i>At the end of the session, the student proposes a strategic plan for the assigned company for the following years that will guide it towards its desired future, supporting it effectively and with solid arguments in an organized and ethical way.</i>		Semana 14 a 16
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
The student will learn to: Propose the Strategic Plan (Creditable Product) for the assigned company, with the results of the analyzes and evaluations developed by the team. Design the PPT or other visual support that summarizes the Strategic Plan proposal for presentation to the qualifying jury. Through the teacher's instructions, cases and bibliography.	Marketing Plan Report with the corresponding components: Summary, 1- Situation Analysis, 2- Strategic Marketing, 3- Marketing Strategies (mix), 4- Marketing Management, 5- Marketing Finance. PPT for exhibition (synthesis).	1. Marketing Plan Report. 2. PPT for Exhibition (Synthesis). Individual feedback. 3. Working Excel.

<b>Methodology</b>
<p>The course will be developed based on the following methodologies: Aprendizaje colaborativo , Aprendizaje de contenidos , Aprendizaje participativo , The course will be developed based on the following methodologies:</p> <p>The course will be developed based on the following methodologies: Problem-based learning, Collaborative learning, Participatory learning, The course will be developed based on the following methodologies: Problem-based learning, Collaborative learning, Participatory learning, The course will be developed based on the following methodologies to the following methodologies: The course will be developed based on the following methodologies: Flipped classroom, Problem-based learning, Project-based learning, Collaborative learning, Participatory learning, Case study. Inverted classroom, where the material - basic and complementary - is reviewed asynchronously and applied to the business case in charge before the synchronous sessions, where the proposals are reviewed/refined under the guidance of the teacher. Problem-based learning, where you will be presented with cases and problems where you will put what you have learned into practice.</p>

<b>Assessment System</b>				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
<b>Evaluación Permanente</b>	<b>50%</b>			
<b>Promedio de Prácticas</b>	<b>80%</b>			
Práctica 1		Qualified Practice 1	Semana 4	No
Práctica 2		Qualified Practice 2	Semana 8	No
Práctica 3		Qualified Practice 3	Semana 12	No
<b>Tareas</b>	<b>20%</b>	Corresponds to Autonomous and Collaborative Learning.	Semana 15	No
<b>Evaluación Final</b>	<b>50%</b>	Creditable product.	Semana 16	No

<b>Attendance Policy</b>	
<b>Total Percentage Absences Permitted</b>	30%

Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

#### Basic Required Reading

- [1] Kotler, P., (2021). *Fundamentos de marketing*. Pearson.
- [2] Kerin, Roger A. (2023). *Marketing*. McGraw-Hill Education.
- [3] Sainz de Vicuña Ancín, José María (2018). *El plan de marketing en la práctica /*. (22a ed., revi. y act.). ESIC,.
- [4] Kotler, Philip (2016). *Dirección de marketing /*. (15a ed.). Pearson,.

#### References Supplementary

- [1] Chu Rubio, Manuel (2020). *El ROI de las decisiones del marketing : un enfoque de rentabilidad /*. Universidad Peruana de Ciencias Aplicadas,.
- [2] Goñi-Ávila, N. (2006). *Sistemas de información de mercadotecnia utilizadas para formular estrategias en las empresas mexicanas: un estudio exploratorio*. ITESM,.
- [3] Arciniega Piskulich, Patrick (2016). *Plan de marketing de la empresa de fondos SURA SAF S.A.C.*.

Prepared by:	Approved by:	Validated by:
BECERRA CASTILLO, ANGELICA MARIA / BECERRA CASTILLO, ANGELICA MARIA /	HUAMAN DE LOS HEROS COMBE, CLAUDIO	Office of Curriculum Development
Date: 09/07/2024	Date: 09/07/2024	Date: 12/07/2024