

Unit number 3: Marketing the project

Lesson aims:

Teach students the fundamental concepts and methodologies of marketing and to develop their capacities of applying this knowledge to real life situations.

Learning products of unit (measurable and practical):

The students should have the ability to include

- a marketing mindset that is grounded in an understanding of the customer and his/her needs
- the definition of marketing-mix variables that allow the development of mutually satisfactory relationships between the company and its target market
- use of basic marketing research as an aid to make marketing decisions

The number of lessons needed for the unit: 6 lessons of 90 minutes

Target population: BSc and Master Degree

Teaching aids needed: Power Points; Case Studies; Practical application

Bibliography:

Marketing (3rd ed.): Paul Baines, Chris Fill, Kelly Page 2014 OUP Oxford.

14. Segmentation, Targeting and Positioning; 15. Marketing-mix: Product, Price, Place and Communication Strategy;

Lesson's Course 1	Length	Details
1. Introduction	15 min	Introduction to marketing and the entry in the market strategy
2. Competition Analysis	20 min	Benchmarking, positioning relatively to the competitors
3. Questionnaires and measurement scales	50 min	Methods to analyze the market. How to create a questionnaires and how to analyze data.
4. Conclusions	5 min	Wrap-up and conclusions

Lesson's Course 2	Length	Details
1. Introduction	5 min	Summary of the previous contents
2. Segmentation	25 min	What is segmentation? Define different types of segments
3. Targeting	25 min	Targeting, strategies for targeting, how to communicate
4. Positioning	25 min	How to enter the market? Strategies

		for positioning
5. Conclusions	10 min	Wrap-up and conclusions

Lesson's Course 3	Length	Details
1. Introduction to marketing mix	10 min	Explain the 4 P's (Product, price, promotion, place).
2. Product	25 min	Definition of product and what are the main strategies to enter the market
3. Price	20 min	Definition of price and present the main strategies to enter the market
4. Case of success	15 min	Present and discuss the case using the contents presented earlier
5. Case of failure	15 min	Present and discuss the case using the contents presented earlier
6. Conclusions	5 min	Wrap-up and conclusions

Lesson's Course 4	Length	Details
1. Introduction	5 min	Summary of the previous contents
2. Place (distribution)	25 min	Definition of distribution and present the main distribution strategies
3. Promotion	25 min	Definition of promotion and present the main promotion strategies
4. Case of success	15 min	Present and discuss the case using the contents presented earlier
5. Case of failure	15 min	Present and discuss the case using the contents presented earlier
6. Conclusions	5 min	Wrap-up and conclusions

Lesson's Course 5	Length	Details
1. Introduction	10 min	Sum up of all the course material
2. Workshop	70 min	Apply the concepts of the first 2 classes and define the strategy of marketing for your product.
3. Conclusions	10 min	Wrap-up and conclusions

Lesson's Course 6	Length	Details
1. Introduction	10 min	Sum up of previous workshop
2. Workshop	50 min	Apply the concepts of the last two classes and define the strategy of marketing for your product.
3. Conclusions	30 min	Each group should pitch their marketing plans