INTRODUCTION

The in-group development of a marketing plan for a real firm is a major and very valuable component of the specialised Masters in Marketing. This course supports groups as they develop their plans and tries to make corrections while these are still feasible.

AIMS

To monitor the development of the final projects.
To check the corrections to the presentations.
To support the participants in the process of the development of their marketing plans.
To offer new perspectives, solutions, strategies and tactics for the final projects.
To develop the participant's presentation skills.
Due dates per section of the group reports (written reports must be delivered on the defined dates):

2014/15:
3 November - Communicate Groups
28 November - Presentation Briefing
February - Marketing Analysis
March - Marketing Strategy
April - Marketing 3 P's (Product, Price, Distribution)
May - Marketing 2 P's (Communication, Sales Forecast, Financial Statement)
May/June – Rehearsal
2nd week June COLLBATO Public Presentation
Last week June Submission of final written plan
The exact dates will be confirmed.

Tutors will be assigned when the briefing has been received. Proposals must be accompanied by a letter from the subject firm authorizing the project. The reports, the proposals and the letter should be delivered to Assistant Programme.

METHODOLOGY

1st session the professor will present the structure of the marketing plan. In the following sessions, groups will present the relevant section of the plan. During this session the professor will serve as consultant and critic.

EVALUATION

Assessment criteria final project:
50% presentation (jury)
50% written plan (tutor)
To pass the programme your final project has to be a Pass (+ 4.9)
Weight final project 30%

BIBLIOGRAPHY