

Georgetown University
Center for Professional Development

Creating Effective Marketing Plans

Spring 2012

6.30 – 9.30pm

Monday, Jan 23, 30, Feb 6, 13, 27

Professor: Richard A Newman MA (Oxon)
Office: BSB 308
Phone: 410 451 5215 (home office)
Email: ran24@georgetown.edu

Course overview

Understanding the fundamental principles of strategic and tactical planning is a key first step for building an effective marketing action plan. This course will teach you the core competencies needed for analyzing marketplace dynamics, preparing a distinctive and relevant strategy, assembling a creative marketing program, and analyzing plan effectiveness. Students will thus complete an entire marketing plan cycle from start to finish.

Structure

Emphasis will be given to practical exercises illustrating the real-world of marketing management, including some in-class group assignments. Students will be asked to develop marketing plans of direct relevance to their real-life situations as well as the on-going analysis of a Harvard business case. This will be reinforced by class discussion of theory and practice and illustrated by examples often drawn from the instructor's personal experience. Active participation is essential and vigorous discussion will be encouraged. Homework will not be overly demanding, but will require some rigorous thinking.

Learning Objectives

By the conclusion of the course students will be expected to fully understand and put into practice the following:

The marketing concept
External and internal situation review – the 5Cs
SWOT analysis
Key Issue and Critical Success Factor determination
Marketing Opportunity analysis and Target Market selection
Competitive Advantage definition
Marketing Objective setting
The role of marketing insight
Marketing Strategy development
The 4(?) Ps
Budgeting
Action Planning
Key Performance Indicators
Return on Marketing Investment
Plan formatting

Materials

The recommended, but not mandatory text is ‘The Marketing Plan Handbook – 4th edition’ by Marian Burk Wood (published by Prentice Hall, ISBN-13 978-0-13-608936-0). This is accompanied by the CD ‘Marketing Plan Pro’ which provides a format for students to complete their own plan, besides a wide variety of real examples. *(NB. It is strongly recommended that you obtain this from the publisher as there have been instances in the past where the CD was missing when acquired from other sources)*

In addition we will be using the Harvard Business School case “Kingsford Charcoal” (HBS 9-506-020) which will be provided by CCPE.

Notes will also be provided and posted on Blackboard by the instructor.

Evaluation

‘Successful completion’ will be regarded as having been achieved through attendance at the great majority of classes, satisfactory completion of all assignments and active participation in class discussion. There will be no formally graded tests or final examination.

Class Ethics and Etiquette

You are expected to conduct yourself in a way which is courteous to your instructor and fellow students, and conducive to deriving the greatest benefit from your studies.

Communication

Maximum use will be made of 'Blackboard' and email as a means of communication in both directions. You are encouraged to make individual appointments with your instructor whenever you feel it would be of benefit to you.