Course Description
Approximately 95 percent of a brand manager’s responsibilities involve the development, execution, evaluation, and refinement of marketing plans. In this practical, semester-long course, developed based on best practices at top marketing companies, students are guided through the entire marketing plan process. Teams create comprehensive plans for existing or new brands at the company & in the industry of their choice, or for their own entrepreneurial venture.

The course covers marketing plan pre-work, with student generated marketing research & competitive marketing strategy & tactics observations. Brand positioning, marketing plan budget setting, pricing strategy development, and volume forecasting are included. Media plans and advertising will be created, as well as consumer promotion, trade promotion, direct marketing, Internet marketing and viral/buzz marketing ideas & plans. The relationship of the annual Marketing Plan to the longer-term Strategic Planning Process will also be discussed.

The course culminates with marketing plan presentations to the class and (in many cases) to the corporations. A written plan is submitted that utilizes a format similar to what's typically used at large companies. Students utilize strategic, analytical, and creative skills to develop the plans.

Classes will consist of lectures, several relevant case discussions, and guest speakers from brand management and the advertising & promotion industries. Students will also pick a brand whose integrated marketing approach they admire to briefly indicate how that brand's overarching marketing communication is extended throughout a range of different marketing elements to achieve the brand's marketing objectives. This will include visual examples.

The course will help students in the interviewing process, making them totally conversant in the “language” of marketing plans, giving them an opportunity to develop in-depth insights into an industry they may wish to work in, and enabling them to say they have done a complete marketing plan, with precise knowledge of what that entails. It’s a good choice for anyone interested in Brand Management, Advertising Account Management, or consulting for products, services, or non-profit organizations.

Course Materials
Extensive, instructional class notes will be handed out each session. Relevant articles for enrichment reading will be available through links in the syllabus to Stern’s Virtual Business Library. A marketing plan element checklist will be accompanied by a document that will outline & clarify what each section of the plan should contain. Prior student plans are available as a guide upon request.
Evaluation

Competitive tracking & analysis 10% (team)
Marketing research & lessons learned 15% (team)
Class participation (IMC project, cases & attendance) 25% (individual)
Marketing Plan presentations 15% (team)
Marketing Plan document 30% (team)

The competitive tracking portion will be evaluated based on the breadth of materials collected and the insights derived. The marketing research portion will be evaluated based on the quality and thoroughness of the questionnaire and insights derived. Class participation will be based on attendance, questions asked in class, sharing observations from your own experience, project feedback sought, cases discussion & brief write-ups, and the brief individual Integrated Marketing Communication example analysis. The marketing plans will be evaluated based on:

1) Quality of the marketing strategies;
2) Creativity and “out-of-the box thinking” regarding strategies and tactics;
3) Thoroughness, specificity and detail of each plan segment.

MARKETING PLANS WORKSHOP SESSION CONTENT

Session 1 – Tuesday, Jan. 27th
Topics
- Overview of Marketing Plan Process
- Course deliverables/grading/”rules”
- Idea forum
- Marketing Plans vs. Strategic Plans

Session 2 – Thursday, Jan. 29th
Topics
- Stern Librarian – Data information sources
- Key elements of the Marketing Plan

Session 3 – Tuesday, February 3rd
Topics
- Marketing research questionnaire development
- Competitive tracking
- Consumer trends
- Past performance analysis
Assignment
- Finalize teams & brands for plans
- 1 paragraph description of project, with team members & e-mails

Session 4 – Thursday, February 5th
Topics
- Industry analysis
• Market structures
• Brand positioning
• Consumption chain

Readings
• General Foods “Product Positioning”
• “Discovering New Points of Differentiation”, Harvard Business Review

Session 5 – Tuesday, February 10th
Topics
• Marketing & financial objectives
• Business goals
• Sources of volume
• Integrated Marketing Communication

Assignment
• 1st draft of marketing research questionnaires

Session 6 – Thursday, February 12th
Topics
• Brand management guest speaker

Assignment
• Start fielding questionnaires

Session 7 – Tuesday, February 17th
Topics
• Team mini-presentations: smartest & dumbest competitive tactics

Assignment
• Competitive tracking notebooks due

Session 8 – Thursday, February 19th
Topics
• Team mini-presentations: smartest & dumbest competitive tactics

Session 9 – Tuesday, February 24th
Topics
• Launching the BMW Z3 Roadster case discussion

Session 10 – Thursday, February 26th
Topics
• Product naming
• Packaging to achieve brand marketing objectives
• Packaging exercise
Session 11 – Tuesday, March 3<sup>rd</sup>
Topics
- Marketing Budget determination
- Marketing element spending splits
- Pricing
- Geography
- Seasonality

Session 12 – Thursday, March 5<sup>th</sup>
Topics
- Media planning

Session 13 – Tuesday, March 10<sup>th</sup>
- Up-front presentations (Research, Industry, Competitive analyses)

Session 14 – Thursday, March 12<sup>th</sup>
Topics
- Up-front presentations (Research, Industry, Competitive analyses)

Session 15 – Tuesday, March 24<sup>th</sup>
Topics
- Creative

Session 16 – Thursday, March 26<sup>th</sup>
Topics
- Ad Agency Creative guest speaker

Readings

Session 17 – Tuesday, March 31<sup>st</sup>
Topics
IBM case discussion with Ogilvy & Mather

Session 18 – Thursday, April 2<sup>nd</sup>
Topics
- Trade & Intermediary Promotion

Session 19 – Tuesday, April 7<sup>th</sup>
Topics
- Consumer Promotion
Assignment
- Individual Integrated Marketing Assignment
Session 20 – Thursday, April 9th
Topics
• Internet Marketing

Session 21 – Tuesday, April 14th
Topics
• Marketing Mix Analytics speaker

Session 22 – Thursday, April 16th
Topics
• Direct Marketing
• Scent Marketing
• Experiential Marketing
• Executing the Marketing Plan
• Differences in brand management between companies

Session 23 – Tuesday, April 21st
Topics
• Team presentations

Session 24 – Thursday, April 23rd
Topics
• Team presentations

Session 25th – Tuesday, April 28th
Topics
• Team presentations

Session 26th – Thursday, April 30th
Topics
• Team presentations

Final Document Due 5/6
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<tr>
<th>Session</th>
<th>Date</th>
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