


## MARKETING

<b>1. Competences</b>	To manage products and services marketing process according to the market diagnosis, selling strategies and administrative tools, in order to meet client's needs, to contribute to the national and international competitiveness and positioning of the corporation.
<b>1. Term</b>	First
<b>2. Theoretical hours</b>	24
<b>3. Practical hours</b>	36
<b>4. Total hours</b>	60
<b>5. Weekly hours</b>	4
<b>6. Objective</b>	Students will establish marketing mix elements, through the use of segmentation methods to position the corporation in the market.

Learning Unit	Hours		
	Theoretical	Practical	Total
<b>I. Introduction to marketing</b>	7	3	10
<b>II. The market</b>	9	21	30
<b>III. Marketing mix</b>	8	12	20
<b>Total</b>	<b>24</b>	<b>36</b>	<b>60</b>

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## Learning Units


<b>1. Learning Unit</b>	<b>I. Introduction to marketing</b>
<b>2. Theoretical Hours</b>	7
<b>3. Practical Hours</b>	3
<b>4. Total</b>	10
<b>5. Objective</b>	Students will identify the importance, evolution, process and types of marketing for commercial decision making in the corporation.

Topic	Knowledge	Skills	Values/ Behavior
Marketing relevance	<p>To identify the concepts of market, need, want, client, consumer, buyer, product, customer value, transaction and interchange.</p> <p>To differentiate the concepts of marketing, national and international marketing.</p> <p>To identify the relevance and application of marketing in national and international corporations.</p>		Analytical Tolerant Disciplined Organized Responsible


Topic	Knowledge	Skills	Values/ Behavior
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Topic	Knowledge	Skills	Values/ Behavior
Marketing evolution	<p>To identify marketing philosophies:</p> <ul style="list-style-type: none"> <li>- Production</li> <li>- Product</li> <li>- Sales</li> <li>- Marketing</li> <li>- Social marketing</li> <li>- Digital marketing</li> <li>- Relationships marketing</li> </ul> <p>To classify marketing philosophy orientation in corporations.</p>		<p>Analytical Tolerant Disciplined Organized Responsible</p>
Marketing functions	<p>To describe the functions of:</p> <ul style="list-style-type: none"> <li>- Market research</li> <li>- Decisions about: <ul style="list-style-type: none"> <li>- product and price</li> </ul> </li> <li>- Distribution</li> <li>- Promotion</li> <li>- Sale</li> <li>- After-sale</li> </ul>		<p>Analytical Tolerant Disciplined Organized Responsible</p>


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Topic	Knowledge	Skills	Values/ Behavior
Marketing process	To identify marketing process stages: <ul style="list-style-type: none"> <li>- Market opportunities analysis</li> <li>- Market research</li> <li>- Marketing strategies selection</li> <li>- Marketing tactics selection</li> <li>- Application of strategic plan and control</li> </ul>		Analytical Tolerant Disciplined Organized Responsible
Marketing types	To describe the types of marketing, their application and characteristics: <ul style="list-style-type: none"> <li>- Marketing 1.0</li> <li>- Marketing 2.0</li> <li>- Marketing 3.0</li> </ul>	To select the type of marketing according to goods and services characteristics.	Analytical Tolerant Disciplined Organized Responsible Creative

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**MARKETING**  
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To write an essay including:</p> <ul style="list-style-type: none"> <li>- Marketing importance</li> <li>- Marketing philosophy applied by the corporation.</li> <li>- Marketing functions it implements</li> <li>- Marketing process application</li> <li>- Types of marketing</li> <li>- Conclusions.</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand the concept and importance of marketing.</li> <li>2. To differentiate marketing philosophies.</li> <li>3. To analyze marketing functions.</li> <li>4. To understand marketing process.</li> <li>5. To distinguish marketing types and their application.</li> </ol>	<p>Essay</p> <p>Rubric</p>

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# MARKETING

## TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Assisted reading Research assignments Group discussion	Board Audiovisuals Projector Computer Internet Printed material

## TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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## Learning Units

<b>1. Learning Unit</b>	<b>II. The market</b>
<b>2. Theoretical Hours</b>	9
<b>3. Practical Hours</b>	21
<b>4. Total</b>	30
<b>5. Objective</b>	Students will notice the type of market and its characteristics to carry out segmentation and establish a product positioning.

Topic	Knowledge	Skills	Values/ Behavior
Types of market	To describe the types of market: - Consumer - Industrial - Retailers - Governmental - International - Digital		Analytical Tolerant Disciplined Organized Responsible Reasoning Assertive Observant Researcher
Market segmentation	To describe the concept of market segmentation.  To distinguish segmentation methods of national and international markets and their characteristics: - Geographic - Demographic - Psychographic - Behavioral - Tribes - Generations	To carry out market segmentation.	Analytical Tolerant Disciplined Organized Responsible Reasoning Assertive Observant Researcher

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Topic	Knowledge	Skills	Values/ Behavior
Positioning in the market	<p>To describe the concept of positioning in the market.</p> <p>To distinguish the methods to assess the positioning of a product in national and international market and their characteristics:</p> <ul style="list-style-type: none"> <li>- Non-differentiated marketing</li> <li>- Differentiated marketing</li> <li>- Concentrated marketing</li> <li>- Micromarketing</li> <li>- Local marketing</li> <li>- Individual marketing</li> </ul>	To determine the positioning of a product in the market.	<p>Analytical</p> <p>Tolerant</p> <p>Disciplined</p> <p>Organized</p> <p>Responsible</p> <p>Reasoning</p> <p>Assertive</p> <p>Observant</p> <p>Researcher</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case study, to elaborate a report including:</p> <ul style="list-style-type: none"> <li>- Market type</li> <li>- Justification of the method for market segmentation</li> <li>- Market segmentation</li> <li>- Target market</li> <li>- Positioning of del product</li> </ul>	<ol style="list-style-type: none"> <li>1. To identify the types of market.</li> <li>2. To understand the concept and methods of markets segmentation.</li> <li>3. To carry out market segmentation.</li> <li>4. To understand the concept and methods of positioning in the market.</li> <li>5. To determine positioning in the market.</li> </ol>	<p>Cases study</p> <p>Rubric</p>

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## *TEACHING-LEARNING PROCESS*

Teaching Methodologies	Teaching Materials
Cases Analysis Collaborative teams Research tasks	Board Audiovisuals Projector Computer Internet Printed material

## *TRAINING FACILITIES*

Classroom	Languages Lab/Workshop	Corporation
X		


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## Learning Units

<b>1. Learning Unit</b>	<b>III. Marketing mix</b>
<b>2. Theoretical Hours</b>	8
<b>3. Practical Hours</b>	12
<b>4. Total</b>	20
<b>5. Objective</b>	Students will present a proposal of marketing mix for corporation commercial objectives achievement.


Topic	Knowledge	Skills	Values/ Behavior
Marketing mix	To describe the concept of marketing mix and its elements: product, price, place and promotion.		Analytical Tolerant Disciplined Organized Responsible Reasoning Assertive Observant Researcher Creative

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Topic	Knowledge	Skills	Values/ Behavior
Product	<p>To identify product classification:</p> <ul style="list-style-type: none"> <li>- Consumer goods</li> <li>- Lifespan and tangibility</li> <li>- Industrials</li> </ul> <p>To identify product levels:</p> <ul style="list-style-type: none"> <li>- Fundamental</li> <li>- Real</li> <li>- Augmented</li> </ul> <p>To identify product elements:</p> <ul style="list-style-type: none"> <li>- Tag</li> <li>- Container</li> <li>- Packaging</li> <li>- Package</li> <li>- Brand</li> <li>- Image</li> </ul> <p>To identify life cycle stages:</p> <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Growth</li> <li>- Maturity</li> <li>- Decline</li> </ul>	<p>To establish the type of product according to its characteristics.</p> <p>To exemplify elements integrating the product.</p> <p>To determine life cycle stage of goods and services.</p>	<p>Analytical</p> <p>Tolerant</p> <p>Disciplined</p> <p>Organized</p> <p>Responsible</p> <p>Reasoning</p> <p>Assertive</p> <p>Observant</p> <p>Researcher</p> <p>Creative</p>
Price	<p>To identify the factors that contribute in price fixing:</p> <ul style="list-style-type: none"> <li>- Costs</li> <li>- Competition</li> <li>- Viability margin</li> <li>- Supply and demand</li> </ul>	<p>To compare prices of a product according to the market segment.</p>	<p>Analytical</p> <p>Tolerant</p> <p>Disciplined</p> <p>Organized</p> <p>Responsible</p> <p>Reasoning</p> <p>Assertive</p> <p>Observant</p> <p>Researcher</p> <p>Creative</p>


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Topic	Knowledge	Skills	Values/ Behavior
Place	To identify the types of distribution channels: <ul style="list-style-type: none"> <li>- Direct</li> <li>- Indirect</li> <li>- Mixed</li> </ul>	To compare the distribution channels used by corporations.	Analytical Tolerant Disciplined Organized Responsible Reasoning Assertive Observant Researcher Creative
Promotion	To identify the elements integrating promotional mixture: <ul style="list-style-type: none"> <li>- Sales promotion</li> <li>- Publicity</li> <li>- Personal sale</li> <li>- Public relations</li> </ul>	To investigate promotional mixture elements used by corporations.	Analytical Tolerant Disciplined Organized Responsible Reasoning Assertive Observant Researcher Creative

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a practical case, to elaborate a report including:</p> <ul style="list-style-type: none"> <li>- Product classification</li> <li>- Product level</li> <li>- Product elements</li> <li>- Life cycle</li> <li>- Market price</li> <li>- Distribution channel</li> <li>- Promotional mixture</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand concepts of marketing mix.</li> <li>2. To distinguish the elements, types, levels and life cycle of a product.</li> <li>3. To identify factors that contribute in price fixing.</li> <li>4. To identify types of distribution channels.</li> <li>5. To distinguish marketing mix elements.</li> </ol>	<p>Cases study</p> <p>Rubric</p>

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Teaching Methodologies	Teaching Materials
Cases analysis Collaborative teams Research assignments	Board Audiovisuals Projector Computer Internet Printed material

## *TRAINING FACILITIES*


Classroom	Languages Lab/Workshop	Corporation
X		

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### ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
<p>To diagnose the corporation's condition through the use of financial, administrative and researching tools, as well as to analyze functional areas in order to plan the commercialization process.</p>	<p>Students elaborate a corporation diagnosis including:</p> <ul style="list-style-type: none"> <li>- Organizational philosophy</li> <li>- Organizational objectives</li> <li>- Financial analysis:                             <ul style="list-style-type: none"> <li>- Vertical method                                     <ul style="list-style-type: none"> <li>- Financial reasons</li> <li>- Integral percentages</li> <li>- Critical point</li> </ul> </li> <li>- Horizontal method                                     <ul style="list-style-type: none"> <li>- Tendencies</li> <li>- Percentage change</li> </ul> </li> </ul> </li> <li>- Installed capacity</li> <li>- Positioning in the market</li> <li>- Product analysis</li> <li>- Distribution channels</li> <li>- Competitiveness of sales force</li> <li>- Client portfolio behavior</li> <li>- Public perception</li> <li>- Identification of strengths and weaknesses.</li> </ul>


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Ability	Performance Criteria
<p>To determine competition positioning through the study of its competitive advantages, weaknesses, use of methods and techniques, in order to identify the corporation's opportunities in the market.</p>	<p>Students deliver the competition analysis including:</p> <ul style="list-style-type: none"> <li>- Participation in the market</li> <li>- Positioning in the market</li> <li>- Competitive and comparative advantages matrix: <ul style="list-style-type: none"> <li>- Price</li> <li>- Product quality</li> <li>- Service quality</li> <li>- Distribution channels</li> <li>- Delivery time</li> <li>- Advertising</li> <li>- Payment terms</li> <li>- After-sales service</li> </ul> </li> <li>- Analysis and interpretation of results</li> <li>- Opportunity identification.</li> </ul>
<p>To perform national and international market research through an analysis of environment and the use of quantitative and qualitative methods, for commercial decision making.</p>	<p>Students present a report of markets research including:</p> <ul style="list-style-type: none"> <li>- Executive overview</li> <li>- Research statement (problem, objective, hypothesis, research methodology, technical proposal, instrument for information gathering)</li> <li>- Data gathering and management</li> <li>- Results analysis and interpretation</li> <li>- Conclusions and recommendations.</li> </ul>
<p>To formulate national and international business ideas through business projects methodology, in order to harness detected opportunities</p>	<p>Students present a draft at a profile level containing:</p> <ul style="list-style-type: none"> <li>- Executive overview</li> <li>- Definition of goods or service</li> <li>- Market analysis</li> <li>- Technical analysis: <ul style="list-style-type: none"> <li>- Organizational</li> <li>- Legal</li> <li>- Production</li> <li>- Environmental impact</li> </ul> </li> <li>Financial analysis</li> <li>Pre-feasibility analysis</li> <li>Conclusions</li> </ul>


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Ability	Performance Criteria
To elaborate sales programs based on sales projections and through resources analysis and strategies design, to achieve commercial goals.	Students elaborate a sales program containing: <ul style="list-style-type: none"> <li>- Projection</li> <li>- Objectives</li> <li>- Goals</li> <li>- Strategies</li> <li>- Budgets</li> <li>- Activities timetable</li> </ul>
To organize sales forces through functions assignment, sales methods and administrative techniques, to achieve commercial goals.	Students present a structure proposal for sales department including: <ul style="list-style-type: none"> <li>- Organizational philosophy</li> <li>- Organizational structure of sales area</li> <li>- Profiles and position description</li> <li>- Salesperson selection</li> <li>- Training plan</li> <li>- Incentives plan</li> </ul>

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## MARKETING BIBLIOGRAPHY

Author	Year	Title	City	Country	Editorial
Kotler, Philip Armstrong, Gary	2016	<i>Fundamentos de marketing</i>	Ciudad de México	México	Pearson Educación. ISBN: 9786073238458
Kotler, Keller	2016	<i>Dirección de marketing</i>	Ciudad de México	México	Pearson Educación. ISBN: 9786073237000
Fisher, L., Espejo, J.	2012 1	<i>Marketing 4ta. Ed</i>	Ciudad de México	México	McGraw Hill ISBN:9786071505 392
Hernández, Clotilde.	2016	<i>Fundamentos de Marketing</i>	Ciudad de México	México	Pearson Educación. ISN 9786073238434
Kerin, Roger	2014	<i>Marketing</i>	Ciudad de México	México	MC Graw Hill ISBN 9786071511539

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