


MARKET RESEARCH SYSTEM I

1. Competences	To manage products and services marketing process from 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.
1. Term	Second
2. Theoretical hours	14
3. Practical hours	46
4. Total hours	60
5. Weekly hours	4
6. Objective	Students will develop commercial corporations strategic plans through the use of analysis tools to contribute to competitiveness.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Introduction to market research system I	4	6	10
II. Strategic plan	10	40	50
Total	14	46	60


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Learning Units

1. Learning Unit	I. Introduction to market research system I
2. Theoretical Hours	4
3. Practical Hours	6
4. Total	10
5. Objective	Students will elaborate regulation planning to establish corporation's activity framework.

Topic	Knowledge	Skills	Values/ Behavior
Types of plans	To differentiate the types of plans: - strategical - operational - tactical.		Analytical Responsible Use of reasoning Observer Critical
Elements of market research system I	To identify elements of market research system I process: - current objectives - situational analysis - current strategies - budget - plans y programs - implementation - control		Analytical Responsible Use of reasoning Observer Critical

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Topic	Kknowledge	Skills	Values/ Behavior
Regulation planning	<p>To understand regulation planning methodology.</p> <p>To identify organizational philosophy elements and their characteristics:</p> <ul style="list-style-type: none"> - Mission - Vision - Objectives - Values - Policies 	To elaborate regulation planning proposals	Analytical Responsible Use of reasoning Observer Critical Ethical

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case in commercial sector, to elaborate a regulation planning proposal containing:</p> <ul style="list-style-type: none"> - mission - vision - objectives - values - policies - importance of regulation planning in the corporation's processes 	<ol style="list-style-type: none"> 1. To identify the types of plans. 2. To understand the element integrating market research system I process. 3. To understand methodology to elaborate regulation planning. 4. To identify organizational philosophy elements. 5. To analyze matrixes results. 6. To propose actions to reach organizational vision. 	<p>Cases study</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Research tasks Collaborative teams Cases analysis	Computer Projector Social networks use Printed material

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	II. Strategic plan
2. Theoretical Hours	10
3. Practical Hours	40
4. Total	50
5. Objective	Students will develop strategic plans to contribute to objectives fulfillment and corporation's functionality.


Topic	Kknowledge	Skills	Values/ Behavior
Business environment	<p>To identify internal analysis elements:</p> <ul style="list-style-type: none"> - human resources - strategies - financial resources - costs/margins - equipment and installations - service characteristics. <p>To identify external analysis elements:</p> <ul style="list-style-type: none"> - providers/clients - sector competitors - macroeconomic situation - market situation - legal requirements. 	To determine internal and external factors affecting the corporation.	Teamwork Perseverant Assertive Negotiator Analytical Proactive Organized Reasoning ability Planning ability Decision making

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Topic	Knowledge	Skills	Values/ Behavior
Strategic matrixes	To describe analysis tools, their characteristics and methodology: - Boston matrix Consulting Group - competence matrix - Porter diamond - strengths, opportunities, weaknesses and threats - vulnerability matrix - scenario analysis.	To carry out situational diagnoses.	Teamwork Perseverant Assertive Negotiator Analytical Proactive Organized Reasoning ability Planning ability

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Topic	Knowledge	Skills	Values/ Behavior
Objectives and strategies	<p>To identify objectives formulation methodology.</p> <p>To describe types of strategies, scopes and limitations: - preventive - corrective - prospective</p> <p>To explain strategies at short, medium and long term.</p> <p>To identify strategies evaluation criteria.</p>	<p>To carry out strategic objectives.</p> <p>To formulate strategies according to organizational philosophy and objectives.</p> <p>To program strategies at short, medium and long term.</p> <p>To determine strategies evaluation criteria.</p>	<p>Teamwork</p> <p>Perseverant</p> <p>Assertive</p> <p>Negotiator</p> <p>Analytical</p> <p>Proactive</p> <p>Organized</p> <p>Reasoning ability</p> <p>Planning ability</p>


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Topic	Kknowledge	Skills	Values/ Behavior
Programs and resources estimation	To identify program structure and their importance in market research system I. To understand the importance of resources allocation in developing the program.	To elaborate programs with resources estimation.	Analytical Proactive Organized Reasoning ability Planning ability Decision making

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case, to elaborate a project in a commercial corporation containing:</p> <ul style="list-style-type: none"> - description of internal and external factors of the corporation - development of strategic matrix and its justification - objectives - strategies - proposal of program - resources allocation estimation - conclusions 	<ol style="list-style-type: none"> 1. To understand internal and external analysis elements. 2. To identify analysis tools, their characteristics and methodology. 3. To understand objectives and strategies formulation methodology. 4. To understand programs structure and the importance of resources allocation. 5. To elaborate the strategic plan. 	<p>Project</p> <p>Rubric</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Collaborative teams Learning based on projects Research tasks	Computer Internet Projector Use of social networks Specialized magazines

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"> - organizational philosophy - organizational objectives - financial analysis: <ul style="list-style-type: none"> - Vertical method <ul style="list-style-type: none"> - Financial reasons - Integral percentages - Critical point - Horizontal method <ul style="list-style-type: none"> - Tendencies - Percentage change - Installed capacity - Positioning in the market - Product analysis - Distribution channels - Competitiveness of sales force - Client portfolio behavior - Public perception - Identification of strengths and weaknesses.

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<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"> - participation in the market - positioning in the market - Competitive and comparative advantages matrix: <ul style="list-style-type: none"> - Price - Product quality - Service quality - Distribution channels - Delivery time - Advertising - Payment terms - After-sales service - Analysis and interpretation of results - Opportunity identification.
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Ability	Performance Criteria
<p>To organize sales forces through the assignment of functions, sales methods and administrative techniques, to achieve commercial goals.</p>	<p>Students present a proposal for sales department structure including:</p> <ul style="list-style-type: none"> - Organization Structure in Sales Area - Profiles and Position Description - Salespeople Selection - Training Plan - Incentive Plan
<p>To supervise commercial processes by control tools and performance indicators to establish improvement actions and contribute to the corporation's profitability.</p>	<p>Students prepare a report including:</p> <ul style="list-style-type: none"> - Type of Supervision - Control Instruments - Indicators measurement in sales area - Client satisfaction evaluation - Sales force performance evaluation - Improvements proposal

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BIBLIOGRAPHY

Author	Year	Title	City	Country	Editorial
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Hernández y Rodríguez, Sergio	2012	<i>Introducción a la Administración. Teoría general administrativa: origen, evolución y vanguardia</i>	Ciudad de México	México	McGraw Hill Interamericana ISBN: 9786071506177
Chiavenato, Idalberto	2011	<i>Administración de Recursos Humanos</i>	Ciudad de México	México	McGraw Hill Interamericana ISBN: 9786071505606
Gallardo Hernández, José Ramón	2012	<i>Administración Estratégica</i>	Ciudad de México	México	Alfa Omega ISBN 978-607-7707-254-6

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