


PRODUCT STRATEGIES

1. Competences	To develop and implement marketing strategic plans from situational analysis of environment, marketing mix, internal policies and current regulations, to contribute to organizational objectives and a competitive position at national and international levels.
1. Term	Third
2. Theoretical hours	26
3. Practical hours	64
4. Total hours	90
5. Weekly hours	6
6. Objective	Students will develop products proposals by applying strategies, considering applicable current regulations, for their incursion in national and international markets.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Product Ideas and Adaptations	8	12	20
II. Product Elements	12	38	50
III. Product Strategies	6	14	20
Total	26	64	90


ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

PRODUCT STRATEGIES


Learning Units

1. Learning Unit	I. Product Ideas and Adaptations
2. Theoretical Hours	8
3. Practical Hours	12
4. Total	20
5. Objective	Students will propose products ideas to diversify offer in market.


Topic	Knowledge	Skills	Values/ Behavior
Concept of Product and its attributes	<p>To recognize the concept of product.</p> <p>To describe product attributes:</p> <ul style="list-style-type: none"> -Physical characteristics -Price -Brand -Packaging -Design -Warranty -Color -Seller reputation -Seller services -Product quality 	To determine product attributes.	Responsible Innovative Ethical Assertive Researcher Creative

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Topic	Knowledge	Skills	Values/ Behavior
Products classification	<p>To describe products according to consumers using them:</p> <p>Consumer products</p> <ul style="list-style-type: none"> -Convenience goods -Compared purchase goods -Specialty goods -Unsought goods <p>Trading goods</p> <ul style="list-style-type: none"> -Raw material -Material and manufacturing parts -Facilities -Accessory equipment -Operating supplies 	To select products according to their consumption type.	<p>Responsible</p> <p>Punctual</p> <p>Honest</p> <p>Assertive</p> <p>Researcher</p> <p>Creative</p> <p>Entrepreneurial</p> <p>Respectful</p> <p>Teamwork</p>


ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Topic	Knowledge	Skills	Values/ Behavior
Development of new products	<p>To identify the stages in new products development:</p> <ul style="list-style-type: none"> -Ideas creation -Ideas selection or sieving -Business analysis -Product development -Test market -Commercialization <p>To identify the current General Health Law Regulation with regard to activities sanitary control, establishments, products and services.</p> <p>To describe Chapter II Regulation Products of General Health Law Regulation with regard to activities sanitary control, establishments, products and services.</p>	<p>To determine stages in new products development.</p> <p>To propose ideas of products considering enforceable current legal framework.</p>	<p>Innovative</p> <p>Creative</p> <p>Entrepreneurial</p> <p>Leadership</p> <p>Decision making ability</p> <p>Teamwork</p> <p>Initiative</p>
Products Adaptations	<p>To explain the concept of mandatory adaptation and discretionary adaptation.</p> <p>To understand products adaptation process:</p> <ul style="list-style-type: none"> - Culture - Standard of living - Governmental Restrictions 	To perform products adaptations.	<p>Innovative</p> <p>Creative</p> <p>Entrepreneurial</p> <p>Leadership</p>

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

PRODUCT STRATEGIES
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a practical case, write a report including:</p> <ul style="list-style-type: none"> -Type of product. - Description of product features. - Stages in new products development. - Proposal of new products ideas. - Current regulations applicable to new products development and justification. - Products adaptation process. 	<ol style="list-style-type: none"> 1. To understand the concept of product. 2. To identify product features. 3. To understand products classification. 4. To identify new products development stages and applicable current regulations. 5. To propose products ideas and adaptation. 	<p>Essay</p> <p>Rubric</p>

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	


PRODUCT STRATEGIES

TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Cases analysis Group discussion Brainstorm	Projector Board Audiovisuals Computer Internet Printed material

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

PRODUCT STRATEGIES


Learning Units

1. Learning Unit	II. Product Elements
2. Theoretical Hours	12
3. Practical Hours	38
4. Total	50
5. Objective	Students will present product prototypes to satisfy target market needs.


Topic	Knowledge	Skills	Values/ Behavior
Brand	<p>To identify the concepts of product elements:</p> <ul style="list-style-type: none"> - Brand - Label - Container/package - Packaging <p>To describe brand features:</p> <ul style="list-style-type: none"> -Objectives -Characteristics -Advantages -Classification -Value -Importance of the Brand <p>To identify current general dispositions for brand registry before the Mexican Institute of Industrial Property and the World Intellectual Property Organization.</p>	To propose brands designs.	<p>Responsible</p> <p>Innovative</p> <p>Communication skills</p> <p>Initiative</p> <p>Ability to work under pressure</p> <p>Proactive</p> <p>Creative</p> <p>Decision making</p> <p>Teamwork</p>

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	


Topic	Knowledge	Skills	Values/ Behavior
Logo composition	<p>To identify the concept and types of logo:</p> <ul style="list-style-type: none"> - Isologo - Imagotype - Isotype - Logotype <p>To identify graphic composition techniques:</p> <ul style="list-style-type: none"> - Typography - Color - Proportions - Equilibrium 	To propose logos.	<p>Responsible</p> <p>Innovative</p> <p>Communication skills</p> <p>Initiative</p> <p>Ability to work under pressure</p> <p>Proactive</p> <p>Creative</p> <p>Decision making</p> <p>Teamwork</p>

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Topic	Knowledge	Skills	Values/ Behavior
Label	<p>To describe label features:</p> <ul style="list-style-type: none"> - Types of labels - Characteristics - Functions -Elements -Classification <p>To identify Official Mexican Labeling Standards, their objective and scope:</p> <ul style="list-style-type: none"> - NOM-003-SSA1-2006 - NOM-051-SCFI/SSA1-2010 - NOM-072-SSA1-2012 - NOM-137-SSA1-2008 - NOM-141-SSA1/SCFI-2012 - NOM-142-SSA1-1995 - NOM-142-SSA1/SCFI-2014 - NOM-182-SSA1-2010 - NOM-189-SSA1/SCFI-2002 - NOM-232-SSA1-2009 	<p>To create products labels.</p> <p>To determine label features considering normativity according to the type of product.</p>	<p>Responsible</p> <p>Innovative</p> <p>Communication skills</p> <p>Initiative</p> <p>Ability to work under pressure</p> <p>Proactive</p> <p>Creative</p> <p>Decision making</p> <p>Teamwork</p>


ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Topic	Knowledge	Skills	Values/ Behavior
Container/Package	<p>To describe container/package features:</p> <ul style="list-style-type: none"> -Purpose - Functions -Classification -Elements -Costs. <p>To identify Official Mexican Container Standards, their objective and scope:</p> <ul style="list-style-type: none"> - NOM-002-SSA1-1993 - NOM-130-SSA1-1995 	<p>To propose products containers/packages designs.</p> <p>To establish container features considering normativity according to the type of product.</p>	<p>Responsible</p> <p>Innovative</p> <p>Communication skills</p> <p>Initiative</p> <p>Ability to work under pressure</p> <p>Proactive</p> <p>Creative</p> <p>Decision making</p> <p>Teamwork</p>
Packaging	<p>To describe packaging features:</p> <ul style="list-style-type: none"> -Purpose -Functions -Packaging classification -Materials 	<p>To propose products packaging design.</p>	<p>Responsible</p> <p>Innovative</p> <p>Communication skills</p> <p>Initiative</p> <p>Ability to work under pressure</p> <p>Proactive</p> <p>Creative</p> <p>Decision making</p> <p>Teamwork</p>

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

PRODUCT STRATEGIES
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To make a product prototype and present a report including: Proposal of design of brand, label, container/package and packaging.</p> <ul style="list-style-type: none"> - Applicable regulations and justification - Proposal of logo and justification. 	<ol style="list-style-type: none"> 1. To distinguish brand features. 2. To identify logo composition techniques. 3. To identify elements of a label, container/package and packaging. 4. To understand current regulations applicable to products. 5. To present a product elements proposal. 	<p>Project</p> <p>Rubric</p>

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	


PRODUCT STRATEGIES

TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Laboratory practices Project-based learning Collaborative teams	Illustrator software Projector Board Audiovisuals Computer Internet Printed material Video tutorials

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
	X	


ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

PRODUCT STRATEGIES


Learning Units

1. Learning Unit	III. Product strategies
2. Theoretical Hours	6
3. Practical Hours	14
4. Total	20
5. Objective	Students will develop product strategies to be applied in the development of new businesses.

Topic	Knowledge	Skills	Values/ Behavior
Strategies based on product life cycle	<p>To recognize life cycle stages:</p> <ul style="list-style-type: none"> - Introduction - Growth - Maturity - Decline <p>To describe strategies for introduction stage:</p> <ul style="list-style-type: none"> - High penetration strategy. - Selective penetration strategy. - Ambitious penetration strategy. - Low penetration strategy. <p>To describe strategies for growth stage:</p> <ul style="list-style-type: none"> - Improve product quality. - Add characteristics and models to new product. - Enter into new market segments. <p>To describe strategies for maturity stage:</p> <ul style="list-style-type: none"> - Market modification. - Product modification. - Marketing mix modification. <p>To describe strategies for decline stage:</p> <ul style="list-style-type: none"> - Continuity strategy. - Consolidation strategy. - Advantage strategy. 	To develop product strategies according to life cycle.	Innovative Ethical Initiative Assertive Planning ability Proactive Creative Decision making Teamwork


ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Topic	Knowledge	Skills	Values/ Behavior
Line and product mix strategies	To describe line strategies: -Expansion of product mix - Contraction of product mix - Existing products modification	To propose line and product mix strategies.	Innovative Ethical Initiative Assertive Planning ability Proactive Creative Decision making Teamwork
Brand development strategy	To describe brand strategy and its characteristics: - Concessions - Franchises	To formulate brand strategies.	Innovative Ethical Initiative Assertive Planning ability Proactive Creative Decision making Teamwork
Product positioning strategies	To describe product positioning strategies and their characteristics: - Feature-based - Benefits-based - Use or application-based - User-based - Before the competition	To determine product positioning strategies.	Innovative Ethical Initiative Assertive Planning ability Proactive Creative Decision making Teamwork

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

PRODUCT STRATEGIES
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To elaborate a Project containing:</p> <ul style="list-style-type: none"> - Life cycle strategies. - Line and product mix strategies. - Brand strategies. - Product positioning strategies. - Conclusions. 	<ol style="list-style-type: none"> 1. To identify product life cycle strategies. 2. To distinguish line and product mix strategies. 3. To identify brand strategies. 4. To identify product positioning strategies. 5. To propose product strategies. 	<p>Project</p> <p>Rubric</p>

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	


PRODUCT STRATEGIES

TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Project-based learning Collaborative teams Research tasks	Projector Board Audiovisuals Computer Internet Printed material Videos

TRAINING FACILITIES


Classroom	Languages Lab/Workshop	Corporation
X		

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

PRODUCT STRATEGIES


ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
To formulate product strategies from national and international market needs diagnosis and corporation's resources, to achieve marketing objectives.	Students elaborate a product strategy containing the description of: <ul style="list-style-type: none"> - Real product - Essential product - Augmented product - Product line - Product life cycle - Product elements: <ul style="list-style-type: none"> - brand, - package, - container, - packaging and - label
To design marketing integral communication strategies through the integration of promotional mix, to position product in target market.	Students present integral communication strategies including: <ul style="list-style-type: none"> - Personal sale - Publicity - Sale promotion - Public relationships - Electronic commerce - S-Commerce - Digital marketing - Point of sale marketing - Direct marketing
To elaborate marketing strategic plans from the analysis of environment and corporation, in order to fulfill commercial objectives.	Students formulate a marketing strategic plan including: <ul style="list-style-type: none"> - Objectives - Marketing strategies - Marketing budget - Schedule of activities - Sales results estimate - Control mechanisms - Conclusions y recommendations.


ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

**PRODUCT STRATEGIES
BIBLIOGRAPHY**

Author	Year	Title	City	Country	Editorial
Kotler Philip, Lane Keller Kevin	2012	<i>Dirección de Marketing</i>	Ciudad de México	México	Addison-Wesley ISBN: 9786073212458
Garcillán, Mencia, Rivera Camino, Jaime	2016	<i>Dirección de Marketing</i>	Ciudad de México	México	Grupo Editor ISBN: 9786076226667
Lerma Kirchner, Alejandro	2017	<i>Desarrollo de Productos</i>	Ciudad de México	México	Cengage Learning ISBN: 9786075262987
Haines, Steven	2015	<i>Product Manager</i>	Ciudad de México	México	Profit Editorial ISBN: 9788416115914
Santesmases Mestre, Miguel	2012	<i>Marketing conceptos y estrategias</i>	Ciudad de México	México	Pirámide ISBN: 9788436826135
Ley de la Propiedad Industrial	In force	<i>Ley de la Propiedad Industrial</i>	Ciudad de México	México	
Reglamento de la Ley General de Salud en materia de control sanitario de actividades, establecimientos, productos y servicios	In force	Reglamento de la Ley General de Salud en materia de control sanitario de actividades, establecimientos, productos y servicios	Ciudad de México	México	

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	

Secretaría de Salud	In force	<i>Normas Oficiales Mexicanas de Etiquetado y Envasado de la Comisión Federal para la Protección contra Riesgos Sanitarios</i>	Ciudad de México	México	COFEPRIS
---------------------	----------	--	------------------	--------	----------

ELABORÓ:	Comité de Directores de la Carrera de TSU en Desarrollo de Negocios área Mercadotecnia	REVISÓ:	Dirección Académica	
APROBÓ:	C. G. U. T. y P.	FECHA DE ENTRADA EN VIGOR:	Septiembre de 2017	