


## INTEGRATING SUBJECT II

<b>1. Competences</b>	To develop and implement marketing strategic plans from environment situation analysis, marketing mix, internal policies and current regulation, to contribute to organizational objectives and a competitive position in national and international areas.
<b>1. Term</b>	Fourth
<b>2. Theoretical hours</b>	28
<b>3. Practical hours</b>	62
<b>4. Total hours</b>	90
<b>5. Weekly hours</b>	6
<b>6. Objective</b>	Students will perform merchandise Integrating Subject II proposals by using place methods and strategies to guarantee products availability in target market.

Learning Unit	Hours		
	Theoretical	Practical	Total
<b>I. Warehouse administration</b>	6	12	18
<b>II. Transportation types</b>	6	12	18
<b>III. Distribution strategies</b>	8	16	24
<b>IV. Channels and distribution routes</b>	8	22	30
<b>Total</b>	<b>28</b>	<b>62</b>	<b>90</b>


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### Learning Units

<b>1. Learning Unit</b>	<b>I. Warehouse administration</b>
<b>2. Theoretical Hours</b>	6
<b>3. Practical Hours</b>	12
<b>4. Total</b>	18
<b>5. Objective</b>	Students will complete warehouse, optimal levels, mechanisms and means of control proposals for materials appropriate handling.


Topic	Knowledge	Skills	Values/ Behavior
Warehouses types	<p>To explain the concept and importance of storage for product preservation.</p> <p>To describe warehouses types and their characteristics:</p> <ul style="list-style-type: none"> <li>- According to atmospheric protection degree</li> <li>- According to stored material type</li> <li>- According to distribution logistics function</li> <li>- According to its equipment and handling techniques</li> <li>- According to its legal regime.</li> </ul>	To select warehouses according to goods type.	Analytical Responsible Decision making ability Observant Proactive

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Topic	Knowledge	Skills	Values/ Behavior
Merchandise Handling	<p>To explain hazardous materials characteristics:</p> <ul style="list-style-type: none"> <li>- Explosive</li> <li>- Gas</li> <li>- Liquid</li> <li>- Solid</li> <li>- Oxidant</li> <li>- Toxic and infectious substances</li> <li>- Radioactive</li> <li>- Corrosive</li> <li>- Miscellaneous substances and articles</li> </ul> <p>To identify merchandise that must be placed separately in a warehouse.</p>		<p>Observant</p> <p>Ethical</p> <p>Organized</p> <p>Responsible</p>
Warehouse Control	<p>To explain importance of materials and products care in the warehouse.</p> <p>To identify ins and outs from warehouse, as well as mechanisms for their control.</p>	<p>To select control mechanisms for merchandise ins and outs.</p>	<p>Analytical</p> <p>Responsible</p> <p>Decision making ability</p> <p>Observant</p> <p>Proactive</p>
Inventories administration	<p>To explain the concept and importance of inventories administration and control.</p> <p>To explain the concept of physical, cyclic and revolving inventories.</p> <p>To identify the characteristics of numeric analysis methods and ABC method.</p>	<p>To classify inventories.</p> <p>To determine stock levels.</p>	<p>Analytical</p> <p>Responsible</p> <p>Decision making ability</p> <p>Observant</p> <p>Proactive</p> <p>Honest</p> <p>Organized</p>


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Topic	Knowledge	Skills	Values/ Behavior
Purchasing Management	<p>To describe the concept and importance of purchasing management.</p> <p>To explain optimal purchase Wilson classic model.</p>	To calculate optimal purchases.	Analytical Responsible Decision making ability Observant Proactive Honest Organized

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**INTEGRATING SUBJECT II**  
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a warehouse practical exercise, to write a report containing:</p> <ul style="list-style-type: none"> <li>- Proposed type of warehouse</li> <li>- Control mechanisms for merchandise ins and outs</li> <li>-Merchandise classification method to be used and its justification</li> <li>- Proposed stock levels</li> <li>- Purchases calculation.</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand the importance of storage and characteristics of warehouses types.</li> <li>2. To identify characteristics of hazardous materials.</li> <li>3. To explain control mechanisms for merchandise ins and outs</li> <li>4. To distinguish inventories types and numeric and ABC methods.</li> <li>5. To understand optimal purchase Wilson classic model.</li> </ol>	<p>Practical exercises</p> <p>Checklist</p>

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## INTEGRATING SUBJECT II

### *TEACHING-LEARNING PROCESS*

Teaching Methodologies	Teaching Materials
Research tasks Problems solving Practical exercises	Computer Projector Printed material Internet Board

### *TRAINING FACILITIES*

Classroom	Languages Lab/Workshop	Corporation
X		


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## INTEGRATING SUBJECT II


### Learning Units

<b>1. Learning Unit</b>	<b>II. Transportation types</b>
<b>2. Theoretical Hours</b>	6
<b>3. Practical Hours</b>	12
<b>4. Total</b>	18
<b>5. Objective</b>	Students will select means of transportation so products are delivered to consumer complete and by the deadline.

Topic	Knowledge	Skills	Values/ Behavior
Logistical Infrastructure Fundamentals	<p>To explain the concept of logistical infrastructure and its importance for distribution.</p> <p>To describe types of logistical infrastructure:                      - communication nets                      - transportation                      - information systems.</p> <p>To describe means of transportation, their characteristics, types of containers, INCOTERMS, advantages and disadvantages:                      - maritime                      - aerial                      - terrestrial                      - railway                      - pipeline                      - multimodal</p>	To determine logistical infrastructure available in target markets.	Analytical Observant Responsible Honest Organized Deductive

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Topic	Knowledge	Skills	Values/ Behavior
Transportation costs	To identify elements to quote transportation cost: <ul style="list-style-type: none"> <li>- Merchandise cubed in English and decimal metric system.</li> <li>- Theoretical weight</li> <li>- Real weight</li> <li>- INCOTERM</li> </ul>	To quote transportation costs.	Analytical Responsible Organized Observant Honest
Selection of means of transportation	To explain means of transportation evaluation criteria: <ul style="list-style-type: none"> <li>- Cost</li> <li>- Quickness/Speed</li> <li>- Capacity</li> <li>- Availability</li> <li>- Frequency</li> <li>- Reliability</li> <li>- Flexibility</li> <li>- Service</li> </ul>	To select the means of transportation.	Analytical Responsible Decision making ability Observant Proactive Honest

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**INTEGRATING SUBJECT II**  
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a practical case, to elaborate a merchandise transportation proposal containing:</p> <ul style="list-style-type: none"> <li>- Description of logistical infrastructure in target market</li> <li>- Transportation costs quotation</li> <li>- Selection of means of transportation and justification</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand the concept of logistical infrastructure and its importance.</li> <li>2. To understand logistical infrastructure types, means of transportation, their characteristics, advantages and disadvantages.</li> <li>3. To identify requested elements to quote transportation cost.</li> <li>4. To understand means of transportation evaluation criteria.</li> <li>5. To select means of transportation.</li> </ol>	<p>Cases study</p> <p>Checklist</p>

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## INTEGRATING SUBJECT II

### *TEACHING-LEARNING PROCESS*

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

### *TRAINING FACILITIES*

Classroom	Languages Lab/Workshop	Corporation
X		


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### Learning Units

<b>1. Learning Unit</b>	<b>III. Distribution strategies</b>
<b>2. Theoretical Hours</b>	8
<b>3. Practical Hours</b>	16
<b>4. Total</b>	24
<b>5. Objective</b>	Students will propose strategies for products distribution in national and international markets.


Topic	Knowledge	Skills	Values/ Behavior
Direct and indirect distribution	<p>To explain concept and characteristics of direct and indirect distribution.</p> <p>To identify advantages and disadvantages of direct and indirect distribution.</p> <p>To explain direct and indirect distribution cost elements:</p> <ul style="list-style-type: none"> <li>- Fixed costs</li> <li>- Unit variable costs</li> </ul>	To compare direct and indirect distribution costs.	Analytical Responsible Decision making ability Observant Proactive Honest

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Topic	Knowledge	Skills	Values/ Behavior
Sale points dimension and location	<p>To explain selection method by factors list to determine sale points dimension and location.</p> <p>To explain strategies of time deferment, form deferment and outsourcing.</p>	<p>To determine sale point dimension and location.</p> <p>To propose distribution strategies.</p>	<p>Analytical</p> <p>Responsible</p> <p>Decision making ability</p> <p>Observant</p> <p>Proactive</p> <p>Honest</p>
Market coverage and communication strategies	<p>To describe market coverage strategies:</p> <ul style="list-style-type: none"> <li>- Intensive</li> <li>- Selective</li> <li>- Exclusive</li> </ul> <p>To explain communication strategies among channel members</p> <ul style="list-style-type: none"> <li>- Pressure (PUSH)</li> <li>- Aspiration (PULL)</li> <li>- Mixed</li> </ul>	<p>To propose market coverage and communication strategies.</p>	<p>Analytical</p> <p>Responsible</p> <p>Decision making ability</p> <p>Observant</p> <p>Proactive</p> <p>Honest</p>


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Topic	Knowledge	Skills	Values/ Behavior
Marketing vertical and horizontal systems	<p>To identify marketing vertical and horizontal systems.</p> <p>To explain coordinating strategies for vertical systems:</p> <ul style="list-style-type: none"> <li>- Controlled</li> <li>- Contractual</li> <li>- Integrated</li> </ul> <p>To explain coordinating strategies for horizontal systems:</p> <ul style="list-style-type: none"> <li>- Controlled</li> <li>- Contractual</li> <li>- Corporative</li> </ul>	To propose coordinating strategies for marketing vertical and horizontal systems.	Analytical Responsible Decision making ability Observant Empathetic Honest Creative

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a practical case to write a report containing:</p> <ul style="list-style-type: none"> <li>- Direct and indirect distribution costs comparison</li> <li>- Selection of distribution modality</li> <li>- Sale points dimension and location</li> <li>- Distribution strategies proposal</li> <li>- Market coverage strategies proposal</li> <li>- Communication strategies among channel means proposal</li> <li>- Channel coordination strategies</li> </ul>	<ol style="list-style-type: none"> <li>1. To explain concept, characteristics, advantages and disadvantages of direct and indirect distribution.</li> <li>2. To identify direct and indirect distribution cost elements.</li> <li>3. To understand the method to calculate sale points dimension and location, as well as distribution strategies.</li> <li>4. To understand market coverage and communication among channel members strategies.</li> <li>5. To understand the characteristics of marketing vertical and horizontal systems and coordinating strategies.</li> </ol>	<p>Cases study</p> <p>Checklist</p>

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### *TEACHING-LEARNING PROCESS*

Teaching Methodologies	Teaching Materials
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### *TRAINING FACILITIES*

Classroom	Languages Lab/Workshop	Corporation
X		


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## INTEGRATING SUBJECT II

### Learning Units


<b>1. Learning Unit</b>	<b>IV. Channels and distribution routes</b>
<b>2. Theoretical Hours</b>	8
<b>3. Practical Hours</b>	22
<b>4. Total</b>	30
<b>5. Objective</b>	Students will propose the channel and distribution route to satisfy market needs and optimize corporation resources.

Topic	Knowledge	Skills	Values/ Behavior
Distribution Channels	<p>To explain the concept, functions and types of intermediaries:</p> <ul style="list-style-type: none"> <li>- Wholesaler</li> <li>- Retailer</li> <li>- Agents</li> </ul> <p>To describe distribution channels and their characteristics:</p> <ul style="list-style-type: none"> <li>- Consumption goods channel</li> <li>- Industrial channel</li> <li>- Services channel</li> </ul> <p>To distinguish short and long distribution channels.</p>	To detect types of intermediaries.	Analytical Responsible Decision making ability Observant Proactive Honest


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Topic	Knowledge	Skills	Values/ Behavior
Distribution channels selection	<p>To explain conditioning factors for a distribution channel design and selection:</p> <ul style="list-style-type: none"> <li>- Market characteristics</li> <li>- Product characteristics</li> <li>- Intermediary characteristics</li> <li>- Competition</li> <li>- Commercial strategy objectives</li> <li>- Available resources, generated revenues and costs</li> <li>- Legal limitations</li> </ul> <p>To explain vectorial aggregation technique for distribution channels selection.</p>	To select distribution channels for goods and services.	Analytical Responsible Decision making ability Observant Empathetic Honest Creative
Queuing Theory	<p>To explain the queuing theory and its relation with transportation logistics.</p> <p>To explain a queuing system evaluation method.</p> <p>To describe calculation procedure of a queuing system with Kendall Notation.</p>	<p>To select a queuing system according to its performance.</p> <p>To calculate a queuing system with Kendall notation.</p>	Analytical Responsible Decision making ability Observant Honest Deductive
Transportation problem solution methods	<p>To explain methods for transportation problem solution:</p> <ul style="list-style-type: none"> <li>- Northwest Corner</li> <li>- Vogel</li> <li>- Minimum cost</li> </ul>	To solve merchandise transportation problems.	Analytical Responsible Decision making ability Observant Honest Deductive


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Topic	Knowledge	Skills	Values/ Behavior
Distribution Routes	To identify elements conforming a distribution route: - coverage area - time - cost	To determine distribution routes.	Analytical Responsible Decision making ability Observant Honest Deductive

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a practical case, to elaborate a merchandise distribution proposal containing:</p> <ul style="list-style-type: none"> <li>- Conditional factors analysis for distribution channel selection</li> <li>- Type of intermediary and its justification</li> <li>- Proposed distribution channel</li> <li>- Distribution routes justifying the proposal</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand concept, functions and types of intermediaries.</li> <li>2. To distinguish types of distribution channels and their characteristics.</li> <li>3. To understand conditioning factors and vectorial aggregation technique for a distribution channel design and selection.</li> <li>4. To understand queuing theory, Kendall notation methods, as well as problem solution</li> <li>5. To make distribution routes.</li> </ol>	<p>Cases study</p> <p>Checklist</p>

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## INTEGRATING SUBJECT II

### *TEACHING-LEARNING PROCESS*

Teaching Methodologies	Teaching Materials
Cases analysis Collaborative teams Practical exercises	Computer Projector Printed material Internet Board

### *TRAINING FACILITIES*


Classroom	Languages Lab/Workshop	Corporation
X		

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## INTEGRATING SUBJECT II

### 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.	<p>Students elaborate a product strategy containing the description of:</p> <ul style="list-style-type: none"> <li>- Real product</li> <li>- Essential product</li> <li>- Augmented product</li> <li>- Product line</li> <li>- Product life cycle</li> <li>- Product elements:                             <ul style="list-style-type: none"> <li>- brand,</li> <li>- package,</li> <li>- container,</li> <li>- packaging and</li> <li>- label</li> </ul> </li> </ul>
To propose price setting strategies through an analysis of costs, competition, organizational policies and profitability, to contribute to product competitiveness in national and international market.	<p>Students formulate a price setting strategy including:</p> <ul style="list-style-type: none"> <li>- Used analysis technique and its justification:                             <ul style="list-style-type: none"> <li>- of costs,</li> <li>- of competition prices,</li> <li>- of prices based on consumer perception,</li> <li>- of opportunity</li> </ul> </li> <li>- Product profitability analysis</li> <li>- Price proposal</li> <li>- Justification</li> </ul>
To develop place strategies through distribution logistics planning and consumer behavior analysis, in order to ensure product presence in market properly and on time.	<p>Students elaborate a place strategy including:</p> <ul style="list-style-type: none"> <li>- Sales objectives</li> <li>- Consumer Behavior analysis during purchase</li> <li>- Design and selection of distribution channel</li> <li>- Selection of national and international transportation modality</li> <li>- Determination of follow-up and control tools in the distribution channel.</li> </ul>


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Ability	Performance Criteria
To structure marketing integral communication strategies through the integration of promotional mix, to position the product in the target market.	Students present integral communication strategies including: <ul style="list-style-type: none"> <li>- Personal sale</li> <li>- Publicity</li> <li>- Sales promotion</li> <li>- Public relations</li> <li>- Electronic commerce</li> <li>- S-Commerce</li> <li>- Digital marketing</li> <li>- Point of sale marketing</li> <li>- Direct marketing</li> </ul>
To assess corporation environment through matrix tools and research techniques to define feasible strategies.	Students elaborate a corporation situational analysis including: <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Employed matrix tools and research techniques justification</li> <li>- Description of macro-environmental factors: economical, technological, political, legal, environmental, social and cultural</li> <li>- Description of micro-environmental factors: clients, providers, public, employees, products, corporation resources, competition, organizational philosophy</li> <li>- Determination of market attractiveness and corporation competitive advantages</li> <li>- Detected market opportunities.</li> </ul>
To elaborate marketing strategic plans from the environment and corporation analysis, in order to achieve commercial objectives.	Students formulate a marketing strategic plan including: <ul style="list-style-type: none"> <li>- Objectives</li> <li>- Marketing strategies</li> <li>- Marketing budget</li> <li>- Activities timetable</li> <li>- Sales results estimate</li> <li>- Control mechanisms</li> <li>- Conclusions y recomendations</li> </ul>

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