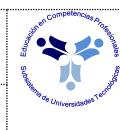


### PROMOTION MIX

<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>	18
<b>3. Practical hours</b>	42
<b>4. Total hours</b>	60
<b>5. Weekly hours</b>	4
<b>6. Objective</b>	Students will formulate personal sale and public relations strategies through the use of techniques, methods, tools and protocols to achieve commercial objectives.

Learning Unit	Hours		
	Theoretical	Practical	Total
<b>I. Personal sale</b>	10	15	25
<b>II. Public relations</b>	8	27	35
<b>Total</b>	<b>18</b>	<b>42</b>	<b>60</b>


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## PROMOTION MIX


### Learning Units

<b>1. Learning Unit</b>	<b>I. Personal sale</b>
<b>2. Theoretical Hours</b>	10
<b>3. Practical Hours</b>	15
<b>4. Total</b>	25
<b>5. Objective</b>	Students will develop the process of goods and services personal sale to increase market participation.


Topic	Knowledge	Skills	Values/ Behavior
Promotion Mix	To identify the concept, importance and elements of promotion mix: - Personal sale - Publicity - Sales promotion - Public relations - Direct marketing		Responsible Disciplined Organized Analytical
Personal sale	To explain the importance of personal sale, its advantages and disadvantages.  To identify personal sale stages: - Preparation - Argumentation - Transaction		Responsible Disciplined Organized Analytical

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Topic	Knowledge	Skills	Values/ Behavior
Preparation stage	<p>To describe preparation stage phases:</p> <ul style="list-style-type: none"> <li>- Prospection</li> <li>- Presentation planning</li> <li>- Contact</li> </ul> <p>To explain prospection process and methods:</p> <ul style="list-style-type: none"> <li>- Business market</li> <li>- Consumer market</li> </ul> <p>To explain presentation planning:</p> <ul style="list-style-type: none"> <li>- informative</li> <li>- persuasive</li> <li>- remainder</li> </ul> <p>To describe techniques to carry out the contact:</p> <ul style="list-style-type: none"> <li>- Previous contact</li> <li>- Social contact</li> <li>- Business contact</li> </ul>	To develop goods and services personal sale preparation.	Responsible Disciplined Organized Analytical Planning ability

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Topic	Knowledge	Skills	Values/ Behavior
Argumentation stage	<p>To describe argumentation stage phases:</p> <ul style="list-style-type: none"> <li>- Presentation</li> <li>- Demonstration</li> <li>- Objections negotiation</li> </ul> <p>To identify presentation strategies:</p> <ul style="list-style-type: none"> <li>- Informative</li> <li>- Persuasive</li> <li>- Reminder</li> </ul> <p>To explain products demonstration and sale tools:</p> <ul style="list-style-type: none"> <li>- Samples and tasting</li> <li>- Models or Prototypes</li> <li>- Illustrations</li> <li>- Audiovisuals</li> </ul> <p>To explain methods for objections handling:</p> <ul style="list-style-type: none"> <li>-Direct or indirect negotiation</li> <li>-Questions</li> <li>-Superior benefit</li> <li>-Demonstration</li> <li>-Offer or test</li> <li>-Testimony</li> </ul>	To argue products characteristics and advantages.	<p>Responsible</p> <p>Disciplined</p> <p>Organized</p> <p>Analytical</p> <p>Planning ability</p> <p>Decision making ability</p> <p>Stress management</p> <p>Empathetic</p> <p>Assertive</p> <p>Tolerant</p>


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Topic	Knowledge	Skills	Values/ Behavior
Transaction stage	<p>To explain transaction stage phases:</p> <ul style="list-style-type: none"> <li>- Closure and order collection</li> <li>- After-sale service</li> </ul> <p>To describe methods for closure:</p> <ul style="list-style-type: none"> <li>- Minor closure point</li> <li>- Benefits summary</li> <li>- Supposition</li> <li>- Special granting</li> <li>- Unique problem negotiation</li> <li>- Limited selection</li> <li>- Direct closure</li> </ul> <p>To explain methods for after-sale service:</p> <ul style="list-style-type: none"> <li>- Value aggregation through suggestion sales</li> <li>- Promises and warranties follow-up</li> <li>- Client follow-up</li> </ul>	<p>To carry out sale closures.</p> <p>To carry out after-sale services.</p>	<p>Organized</p> <p>Analytical</p> <p>Decision making ability</p> <p>Empathetic</p> <p>Creative</p> <p>Ethical</p> <p>Assertive</p> <p>Initiative</p> <p>Tolerant</p> <p>Autonomous</p>
Sale strategies	<p>To explain sale strategies and their interrelation:</p> <ul style="list-style-type: none"> <li>- Development of a personal sale philosophy</li> <li>- Relations strategy</li> <li>- Product strategy</li> <li>- Client strategy</li> <li>- Presentation strategy</li> </ul>	<p>To structure sale strategies for goods and services.</p>	<p>Organized</p> <p>Analytical</p> <p>Decision making ability</p> <p>Empathetic</p> <p>Creative</p> <p>Ethical</p> <p>Assertive</p> <p>Initiative</p> <p>Tolerant</p> <p>Autonomous</p>

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**PROMOTION MIX**  
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case, to demonstrate the execution of product personal sale process and to elaborate a report containing:</p> <ul style="list-style-type: none"> <li>- Used prospecting method</li> <li>- Presentation strategy</li> <li>- Contact technique</li> <li>- Presentation strategies</li> <li>- Tools supporting the demonstration</li> <li>- Objections handling method</li> <li>- Method for sale closure</li> <li>- Method for after-sale follow-up</li> <li>- Sale strategies</li> </ul>	<ol style="list-style-type: none"> <li>1. To identify concept, importance and elements of promotion mix.</li> <li>2. To understand importance of personal sale, personal sale process phases, its methods and tools.</li> <li>3. To develop personal sale process.</li> <li>4. To understand sale strategies.</li> <li>5. To carry out sale strategies.</li> </ol>	<p>Cases study</p> <p>Checklist</p>

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## PROMOTION MIX

### *TEACHING-LEARNING PROCESS*

Teaching Methodologies	Teaching Materials
Collaborative teams Simulation Cases analysis	Board Projector Computer Videos Photographic camera

### *TRAINING FACILITIES*

Classroom	Languages Lab/Workshop	Corporation
X		


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## PROMOTION MIX

### Learning Units


<b>1. Learning Unit</b>	<b>II. Public relations</b>
<b>2. Theoretical Hours</b>	8
<b>3. Practical Hours</b>	27
<b>4. Total</b>	35
<b>5. Objective</b>	Students will elaborate public relations strategies to build a favorable public image.

Topic	Knowledge	Skills	Values/ Behavior
Introduction to Public Relations	<p>To explain the concept and importance of public relations for corporations.</p> <p>To identify strategies integrating public relations:</p> <ul style="list-style-type: none"> <li>- Sponsorships</li> <li>- Socially Responsible Enterprise</li> <li>- Press Release</li> <li>- Inaugurations</li> <li>- Re-inaugurations</li> <li>- Products presentation</li> <li>- Press Conferences</li> </ul> <p>To identify corporations internal and external publics.</p>		<p>Responsible</p> <p>Disciplined</p> <p>Organized</p> <p>Analytical</p> <p>Planning ability</p>


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Topic	Knowledge	Skills	Values/ Behavior
Socially Responsible Enterprise	<p>To explain the concept of Socially Responsible Enterprise.</p> <p>To identify a Socially Responsible Enterprise strategies:</p> <ul style="list-style-type: none"> <li>- Green Marketing</li> <li>- Cause-related marketing</li> <li>- Sustainability</li> </ul>	To propose Socially Responsible Enterprise strategies.	<p>Organized</p> <p>Analytical</p> <p>Decision making ability</p> <p>Empathetic</p> <p>Creative</p> <p>Ethical</p> <p>Assertive</p> <p>Initiative</p> <p>Autonomous</p>
Sponsorships	<p>To explain the concept of sponsorship and its relation to corporative philosophy.</p> <p>To identify different sponsorships:</p> <ul style="list-style-type: none"> <li>- Arts</li> <li>- Festivals, fairs and celebrations.</li> <li>- Entertainment, tours, causes and sports.</li> <li>- Cross sponsorships.</li> </ul>	To establish policies to grant sponsorships.	<p>Organized</p> <p>Analytical</p> <p>Decision making ability</p> <p>Empathetic</p> <p>Creative</p> <p>Ethical</p> <p>Assertive</p> <p>Initiative</p> <p>Autonomous</p>
Press Releases and Conferences	<p>To explain the concepts of press releases and conferences.</p> <p>To identify press releases and conferences structure.</p>	<p>To carry out press releases.</p> <p>To organize press conferences.</p>	<p>Responsible</p> <p>Teamwork</p> <p>Organized</p> <p>Stress management</p> <p>Communication ability</p> <p>Assertive</p> <p>Punctual</p> <p>Empathetic</p>


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Topic	Knowledge	Skills	Values/ Behavior
Inaugurations and trade fairs	To describe the protocol of an events and/or offices inauguration, its objective and scope.  To describe the process to organize a trade fair.	To carry out inauguration events with the corresponding protocol.	Organized Analytical Decision making ability Empathetic Creative Ethical Assertive Initiative Stress management Teamwork
Products Presentation	To describe the release protocol of a product and/or brand, its objective and scope.	To carry out products and brands presentations with the corresponding protocol.	Organized Analytical Decision making ability Empathetic Creative Ethical Assertive Initiative Stress management Teamwork

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**PROMOTION MIX**  
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To integrate an evidences portfolio containing:</p> <ul style="list-style-type: none"> <li>- Strategies proposal of socially responsible enterprise</li> <li>- Policies to grant sponsorships</li> <li>- Press release</li> <li>- Press conference protocol and graphics memory, product and/or brand inauguration and presentation.</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand the concept of public relations, their importance and elements.</li> <li>2. To identify socially responsible enterprises strategies.</li> <li>3. To understand the concept of sponsorships and policies to grant them.</li> <li>4. To understand press releases structure and the process to organize trade fairs.</li> <li>5. To carry out the protocol for press conference, product and/or brand inauguration and presentation.</li> </ol>	<p>Evidences portfolio</p> <p>Checklist</p>

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## PROMOTION MIX

### *TEACHING-LEARNING PROCESS*

Teaching Methodologies	Teaching Materials
Collaborative teams Cases analysis Group discussion	Printed material Projector Computer Board Photographic camera Internet Sound system Audiovisual system

### *TRAINING FACILITIES*


Classroom	Languages Lab/Workshop	Corporation
X		

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## PROMOTION MIX

### 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>

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**PROMOTION MIX  
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