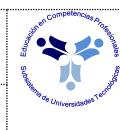


### RESEARCH METHODOLOGY

<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>	19
<b>3. Practical hours</b>	41
<b>4. Total hours</b>	60
<b>5. Weekly hours</b>	4
<b>6. Objective</b>	Students will develop research projects in commercial area, considering scientific methodology guidelines, to provide information supporting decision making.

Learning Unit	Hours		
	Theoretical	Practical	Total
<b>I. Research basic concepts</b>	4	4	8
<b>II. Research problem statement</b>	5	15	20
<b>III. Research development</b>	10	22	32
<b>Total</b>	<b>19</b>	<b>41</b>	<b>60</b>


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

# RESEARCH METHODOLOGY


## Learning Units

<b>1. Learning Unit</b>	<b>I. Research basic concepts</b>
<b>2. Theoretical Hours</b>	4
<b>3. Practical Hours</b>	4
<b>4. Total</b>	8
<b>5. Objective</b>	Students will select scientific research approach to establish a study object theme.

Topic	Knowledge	Skills	Values/ Behavior
Scientific Research process	<p>To understand the concept of scientific research and its importance.</p> <p>To identify a scientific research stages:</p> <ul style="list-style-type: none"> <li>-To envisage the research idea.</li> <li>-Problem statement</li> <li>-To define its scope</li> <li>-Hypothesis design</li> <li>-Sample selection</li> <li>-Data collection</li> <li>-Data analysis</li> <li>-Report elaboration</li> </ul>		Responsible Disciplined Ethical Initiative Planning ability Researcher Teamwork Autonomous Initiative
The origin of a research	<p>To describe generating sources of a research idea:</p> <ul style="list-style-type: none"> <li>- Individual experiences</li> <li>- Written material</li> <li>- Theories</li> <li>- Facts observation</li> </ul>	To propose the object of scientific research.	Responsible Innovator Ethical Initiative Planning ability Researcher Teamwork Autonomous

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


Topic	Knowledge	Skills	Values/ Behavior
Research approaches	<p>To explain research approaches:</p> <ul style="list-style-type: none"> <li>- Quantitative</li> <li>- Qualitative</li> </ul> <p>To differentiate research quantitative and qualitative approaches:</p> <ul style="list-style-type: none"> <li>- Research objectives</li> <li>- Applied logic</li> <li>- Researcher position</li> <li>- Theory use</li> <li>- Hypothesis</li> <li>- Sample</li> <li>- Type of data</li> <li>- Data processing</li> </ul>	To select the scientific research approach.	<p>Responsible</p> <p>Disciplined</p> <p>Ethical</p> <p>Initiative</p> <p>Planning ability</p> <p>Researcher</p> <p>Teamwork</p> <p>Autonomous</p>

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

# RESEARCH METHODOLOGY

## ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To write an essay including:</p> <ul style="list-style-type: none"> <li>- Importance of scientific research in a commercial corporation</li> <li>- Research approaches</li> <li>- Conclusions</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand concept, importance and stages of scientific research.</li> <li>2. To identify generating sources of a research idea.</li> <li>3. To distinguish research approaches.</li> </ol>	<p>Essay</p> <p>Rubric</p>

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


## RESEARCH METHODOLOGY

### *TEACHING-LEARNING PROCESS*

Teaching Methodologies	Teaching Materials
Research tasks Collaborative teams Group discussion	Board Internet Computer Projector Specialized journals

### *TRAINING FACILITIES*

Classroom	Languages Lab/Workshop	Corporation
X		


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

# RESEARCH METHODOLOGY


## Learning Units

<b>1. Learning Unit</b>	<b>II. Research problem statement</b>
<b>2. Theoretical Hours</b>	5
<b>3. Practical Hours</b>	15
<b>4. Total</b>	20
<b>5. Objective</b>	Students will formulate the research approach to solve a problem.

Topic	Knowledge	Skills	Values/ Behavior
Preliminary diagnosis	To explain the process to describe the problem that originates the research.	To present problems in commercial area.	Responsible Disciplined Initiative Planning ability Researcher Teamwork Autonomy
Research problem statement	To distinguish research problem statement elements: - Research justification. - Research objectives. - Research questions. - Hypothesis.		Responsible Disciplined Initiative Planning ability Researcher Teamwork Autonomy
Research justification	To distinguish criteria to write research justification: - What purpose? (Results usefulness) - Why? (Research origin and necessity)	To elaborate the scientific research justification.	Responsible Disciplined Ethical Initiative Planning ability Researcher Teamwork Autonomous

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


Topic	Knowledge	Skills	Values/ Behavior
Research objectives and questions	<p>To distinguish criteria to write research objectives:</p> <ul style="list-style-type: none"> <li>-Clearness</li> <li>-Specificity</li> <li>-Reachability.</li> </ul> <p>To distinguish criteria to write research questions:</p> <ul style="list-style-type: none"> <li>- Answers are unknown</li> <li>-Can be answered with empirical evidence</li> <li>-They are clear</li> <li>-Obtained Knowledge is significant.</li> </ul>	<p>To elaborate research objectives.</p> <p>To formulate research questions.</p>	<p>Responsible</p> <p>Disciplined</p> <p>Ethical</p> <p>Initiative</p> <p>Planning ability</p> <p>Researcher</p> <p>Teamwork</p> <p>Autonomous</p>
Research hypothesis statement	<p>To identify different hypotheses for a research project and their characteristics:</p> <ul style="list-style-type: none"> <li>-Research</li> <li>-Null</li> <li>-Alternative</li> <li>-Statistical</li> </ul>	<p>To formulate the research hypothesis.</p>	<p>Responsible</p> <p>Disciplined</p> <p>Ethical</p> <p>Initiative</p> <p>Planning ability</p> <p>Researcher</p> <p>Teamwork</p> <p>Autonomous</p>

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

## RESEARCH METHODOLOGY

### ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a research topic from commercial area, to write a report containing:</p> <ul style="list-style-type: none"> <li>- Preliminary diagnosis</li> <li>- Problem statement</li> <li>- Research justification.</li> <li>- Research objectives</li> <li>-Research questions</li> <li>-Hypothesis</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand the process to describe the problem originating the research.</li> <li>2. To identify research problem statement elements.</li> <li>3. To understand criteria to write research justification and objectives.</li> <li>4. To identify different hypotheses for a research project and their characteristics.</li> <li>5. To formulate the research problems statement.</li> </ol>	<p>Report</p> <p>Checklist</p>

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




# RESEARCH METHODOLOGY

## TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Research tasks Collaborative teams Group discussion	Board Internet Computer Projector Specialized journals Photographic camera Printed material

## TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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

# RESEARCH METHODOLOGY


## Learning Units

<b>1. Learning Unit</b>	<b>III. Research development</b>
<b>2. Theoretical Hours</b>	10
<b>3. Practical Hours</b>	22
<b>4. Total</b>	32
<b>5. Objective</b>	Students will carry out research from commercial area to propose improvement measures.

Topic	Knowledge	Skills	Values/ Behavior
Theoretical framework	<p>To identify the concept of theoretical framework and its types:</p> <ul style="list-style-type: none"> <li>- Referential</li> <li>- Conceptual</li> </ul> <p>To describe the stages of a theoretical framework elaboration:</p> <ul style="list-style-type: none"> <li>-Literature revision</li> <li>-Theory adoption</li> </ul> <p>To identify the applicable format in the elaboration of APA scientific texts.</p>	To build the research theoretical framework.	Responsible Ethical Planning ability Researcher Teamwork Autonomous Initiative
Research design	<p>To explain the types of research design and their characteristics:</p> <ul style="list-style-type: none"> <li>-Experimental</li> <li>-Non experimental</li> </ul>	To select the research design type.	Responsible Ethical Planning ability Researcher Teamwork Autonomous Initiative


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

Topic	Knowledge	Skills	Values/ Behavior
Sample and data collection tools	<p>To identify procedure types to determine and select the sample.</p> <p>To identify data collection tools types according to their approach.</p>	<p>To determine sample size.</p> <p>To select sample method.</p> <p>To elaborate data collection tools according to research project.</p>	<p>Responsible</p> <p>Ethical</p> <p>Planning ability</p> <p>Researcher</p> <p>Teamwork</p> <p>Autonomous</p> <p>Initiative</p>
Quantitative and qualitative data processing and analysis	<p>To identify quantitative data management and analysis process.</p> <p>To identify qualitative data management and analysis process.</p>	<p>To perform statistical tests for quantitative data.</p> <p>To process qualitative data.</p>	<p>Responsible</p> <p>Ethical</p> <p>Planning ability</p> <p>Researcher</p> <p>Teamwork</p> <p>Autonomous</p> <p>Initiative</p>
Research report	<p>To identify elements in a research report:</p> <ul style="list-style-type: none"> <li>-Front page</li> <li>-Table of contents</li> <li>-Summary</li> <li>-Body of the document</li> <li>-Literature review</li> <li>-Appendixes</li> </ul>	<p>To elaborate research reports.</p>	<p>Responsible</p> <p>Ethical</p> <p>Planning ability</p> <p>Researcher</p> <p>Teamwork</p> <p>Autonomous</p> <p>Initiative</p>

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

**RESEARCH METHODOLOGY**  
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To elaborate a commercial area research project report including:</p> <ul style="list-style-type: none"> <li>- Front page</li> <li>- Table of contents</li> <li>- Summary</li> <li>- Introduction</li> <li>- Theoretical framework</li> <li>- Research method justifying the approach</li> <li>- Research context</li> <li>- Selected design</li> <li>- Procedure</li> <li>- Data collection tool and process</li> <li>- Results</li> <li>- Conclusions</li> <li>-Literature review</li> <li>-Appendixes</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand theoretical framework concept and stages within the research.</li> <li>2. To identify research types of design.</li> <li>3. To identify data collection tools types and methods to determine the sample.</li> <li>4. To understand data management and analysis process.</li> <li>5. To write a research report.</li> </ol>	<p>Project</p> <p>Rubric</p>

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


# RESEARCH METHODOLOGY

## TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Collaborative teams Research tasks Project-based learning	Board Internet Computer Projector Specialized journals SPSS

## TRAINING FACILITIES


Classroom	Languages Lab/Workshop	Corporation
X		

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

## RESEARCH METHODOLOGY


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

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 recommendations</li> </ul>

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

## RESEARCH METHODOLOGY BIBLIOGRAPHY

Author	Year	Title	City	Country	Editorial
Hernández-Sampieri, Roberto., Fernandez Collado, Carlos. y Baptista, Lucio. Pilar.	2014	<i>Metodología de la Investigación</i>	México	México	Mc Graw Hill
Guisande González, Castor; Vaamonde Liste, Antonio y Barreriro Felpeto, Aldo.	2011	<i>Tratamiento de datos con R, Estadística y SPSS</i>	Madrid	Spain	Ediciones Díaz de Santos
Quintana Tejera, Luis.	2013	<i>Metodología de la Investigación</i>	México	México	Mc Graw Hill
García Martínez, Rosendo.	2014	<i>Metodología de la Investigación: Ciencias Sociales</i>	México	México	Trillas
Pimienta, Julio y de la Orden, Arturo.	2014	<i>Metodología de la investigación</i>	México	México	Pearson

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