


INTEGRATING SUBJECT II

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|-----------------------------|--|
| 1. Competences | 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. |
| 1. Term | Fifth |
| 2. Theoretical hours | 5 |
| 3. Practical hours | 25 |
| 4. Total hours | 30 |
| 5. Weekly hours | 2 |
| 6. Objective | Students will demonstrate the competence 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. |

| Learning Unit | Hours | | |
|--------------------------------|-------------|-----------|-----------|
| | Theoretical | Practical | Total |
| I. Marketing mix | 3 | 17 | 20 |
| II. Strategic marketing | 2 | 8 | 10 |
| Total | 5 | 25 | 30 |


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Learning Units

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|-----------------------------|--|
| 1. Learning Unit | I. Marketing Mix |
| 2. Theoretical Hours | 3 |
| 3. Practical Hours | 17 |
| 4. Total | 20 |
| 5. Objective | Students will integrate marketing mix projects to position products in the market. |

| Topic | Knowledge | Skills | Values/ Behavior |
|------------------|--|---|--|
| Consumer Profile | To identify consumer studies structure. | To present consumer studies. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent |
| Product | To identify product strategies according to lifecycle: - Introduction - Growth - Maturity - Decrease | To integrate strategies according to product lifecycle. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent Creative Ethical |

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| Topic | Knowledge | Skills | Values/ Behavior |
|----------------------------|---|---|--|
| Price | To identify national and international price strategies. | To integrate national and international price strategies. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent Creative Ethical |
| Promotional Mix | To identify promotional mix strategies | To present promotional mix strategies. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent Creative Ethical |
| Logistics and Distribution | To identify distribution strategies: - Intensive - Selective - Exclusive | To integrate distribution strategies. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent Creative Ethical |

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INTEGRATING SUBJECT II

ASSESSMENT PROCESS

| Learning Outcome | Learning Process | Assessment Instruments |
|--|--|------------------------------|
| <p>To integrate a marketing mix project containing:</p> <ul style="list-style-type: none"> - Consumer profile - Consumer study - Product strategies - Price strategies - Price setting methods and their justification - Promotional mix strategies - Distribution channels strategies - Applicable current regulations - Conclusions | <ol style="list-style-type: none"> 1. To identify customer profile and study structure. 2. To identify product elements, its strategies and current regulations. 3. To identify methods to set national and international prices, their strategies and current regulations. 4. To identify promotional mix elements, their current regulations and strategies. 5. To identify strategies, conditioning factors and aggregation technique for a distribution channel design and selection. | <p>Project</p> <p>Rubric</p> |


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Learning Units

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|-----------------------------|---|
| 1. Learning Unit | II. Strategic Marketing |
| 2. Theoretical Hours | 2 |
| 3. Practical Hours | 8 |
| 4. Total | 10 |
| 5. Objective | Students will integrate strategic marketing projects for commercial objectives fulfillment. |

| Topic | Knowledge | Skills | Values/ Behavior |
|------------------------------------|---|--|--|
| International Marketing Strategies | To identify international marketing strategies. | To present international marketing strategies. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent Creative Ethical |
| Digital marketing strategies | To identify digital strategy generation model: - Product - Target group - Communication pillars - Tools | To present digital marketing strategies. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent Creative Ethical |


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| Topic | Knowledge | Skills | Values/ Behavior |
|--------------------------------|---|---|--|
| Loyalty programs | To identify types of loyalty programs, their characteristics and operation: <ul style="list-style-type: none"> - Rewards - Exclusive services - Events invitation | To present loyalty programs. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent Creative Ethical |
| Business Model Canvas (CANVAS) | To identify marketing strategic plan elements. To identify blocks integrating Business Model Canvas. | To integrate the Business Model Canvas. | Analytical Observant Planning ability Reasoning ability Decision making Teamwork Objective Proponent Creative Ethical |

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INTEGRATING SUBJECT II
ASSESSMENT PROCESS

| Learning Outcome | Learning Process | Assessment Instruments |
|---|---|------------------------------|
| <p>To integrate a strategic marketing project containing:</p> <ul style="list-style-type: none"> - International marketing strategies - Digital marketing strategies - Loyalty programs - Business Model Canvas - Conclusions - Recommendations | <ol style="list-style-type: none"> 1. To identify international marketing strategies 2. To identify digital marketing strategies 3. To identify types of loyalty programs, their characteristics and operation. 4. To identify blocks integrating Business Model Canvas. 5. To integrate strategic marketing evidences | <p>Project</p> <p>Rubric</p> |

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TEACHING-LEARNING PROCESS

| Teaching Methodologies | Teaching Materials |
|---|--|
| Project-based learning Collaborative teams Research tasks | Computer Projector Printed material Internet Digital marketing tools Business Model Canvas Spreadsheet |

TRAINING FACILITIES


| Classroom | Languages Lab/Workshop | Corporation |
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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"> - 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 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"> - Used analysis technique and its justification: <ul style="list-style-type: none"> - of costs, - of competition prices, - of prices based on consumer perception, - of opportunity - Product profitability analysis - Price proposal - Justification |
| 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"> - Sales objectives - Consumer Behavior analysis during purchase - Design and selection of distribution channel - Selection of national and international transportation modality - Determination of follow-up and control tools in the distribution channel. |


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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"> - Personal sale - Publicity - Sales promotion - Public relations - Electronic commerce - S-Commerce - Digital marketing - Point of sale marketing - Direct marketing |
| 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"> - Introduction - Employed matrix tools and research techniques justification - Description of macro-environmental factors: economical, technological, political, legal, environmental, social and cultural - Description of micro-environmental factors: clients, providers, public, employees, products, corporation resources, competition, organizational philosophy - Determination of market attractiveness and corporation competitive advantages - Detected market opportunities. |
| 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"> - Objectives - Marketing strategies - Marketing budget - Activities timetable - Sales results estimate - Control mechanisms - Conclusions y recomendations |


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