


PROMOTION MIX II

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	27
3. Practical hours	78
4. Total hours	105
5. Weekly hours	7
6. Objective	Students will present sales promotion, advertising, direct and point of sale marketing proposals, through tools, processes, techniques and specialized software use, to increase participation in market.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Sales promotion	9	12	21
II. Advertising	12	51	63
III. Direct and point of sale marketing	6	15	21
Total	27	78	105


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Learning Units

1. Learning Unit	I. Sales promotion
2. Theoretical Hours	9
3. Practical Hours	12
4. Total	21
5. Objective	Students will elaborate sales promotion strategies aimed to commerce and final consumer to incentivize sales.

Topic	Knowledge	Skills	Values/ Behavior
Sales promotion fundamentals	<p>To explain the concept of sales promotion, its objective, advantages and disadvantages.</p> <p>To distinguish sales promotion approaches:</p> <ul style="list-style-type: none"> - commerce oriented - final consumer oriented 		Responsible Analytical Disciplined Organized Observant
Applicable Legislation	<p>To identify current regulations governing sales promotion:</p> <ul style="list-style-type: none"> - Ley Federal de Protección al consumidor - Ley Federal de Juegos y Sorteos 		Responsible Analytical Disciplined Organized Observant Ethical Assertive


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Topic	Knowledge	Skills	Values/ Behavior
Commerce-oriented promotion	To describe commerce oriented sales promotion strategies and their implementation method: <ul style="list-style-type: none"> - Discounts - Sales - Commercial contests - Commercial incentives - Cooperative advertising 	To propose commerce oriented sales promotion strategies. To develop the implementation method of commerce oriented strategies.	Responsible Analytical Organized Creative Innovative Ethical Proactive Assertive
Final consumer oriented promotion	To describe final consumer oriented sales promotion strategies: <ul style="list-style-type: none"> - Coupons - Gift - Contests and raffles - Refunds and returns - Samples distribution - Package deals - Discounts To explain final consumer oriented strategies implementation method.	To propose final consumer oriented sales promotion strategies. To develop the implementation method of final consumer oriented strategies.	Responsible Analytical Organized Creative Innovative Ethical Proactive Assertive

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PROMOTION MIX II
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case, to elaborate a sales promotion proposal containing:</p> <ul style="list-style-type: none"> - Commerce oriented strategies - Final consumer oriented strategies - Legal framework applicable to proposed strategies - Strategies implementation method 	<ol style="list-style-type: none"> 1. To understand concept, objective, advantages and disadvantages of sales promotion. 2. To identify sales promotion approaches. 3. To analyze regulations applicable to sales promotion. 4. To identify strategies and implementation method of commerce and final consumer sales promotion. 5. To carry out sales promotion strategies. 	<p>Case study</p> <p>Checklist</p>

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PROMOTION MIX II

TEACHING-LEARNING PROCESS

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

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	II. Advertising
2. Theoretical Hours	12
3. Practical Hours	61
4. Total	73
5. Objective	Students will present advertising proposals to contribute to product positioning in the market.


Topic	Knowledge	Skills	Values/ Behavior
Advertising Fundamentals	<p>To identify concept, function and evolution of advertising.</p> <p>To distinguish advertising media and their characteristics:</p> <ul style="list-style-type: none"> - Print media - Audiovisual media - Transit media - Interactive media <p>To identify current regulations governing advertising:</p> <ul style="list-style-type: none"> - Ley Federal de Protección al consumidor - Ley Federal de Competencia - Ley General de Salud en materia de publicidad - Ley Federal de Radio, Televisión y Cinematografía 	To select advertising media according to product type and target market.	Responsible Analytical Disciplined Organized Observant

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Topic	Knowledge	Skills	Values/ Behavior
Creative Plan	<p>To identify communication process:</p> <ul style="list-style-type: none"> - Issuer - Receptor - Message - Codification - Decoding - Feedback - Barriers - Channel <p>To explain a creative plan elaboration process:</p> <ul style="list-style-type: none"> - Target audience definition - Message approach: Rational, emotional or moral appeal - Communication objective determination - Basis for message design - Message design 	To carry out creative plans.	<p>Creative Communication ability Innovative Assertive Empathetic Ethical Tidy Analytical</p>

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Topic	Knowledge	Skills	Values/ Behavior
Printed Media	<p>To identify printed media, their structure, advantages and disadvantages:</p> <ul style="list-style-type: none"> - Triptych - Diptych - Newspaper - Magazines - Yellow pages ad - Flyer - Brochure - Poster - Business card - Promotional items <p>To identify software use for vector design and for photographic edition.</p> <p>To explain printing processes:</p> <ul style="list-style-type: none"> - Vinyl cut - Serigraphy - Tampography - Sandblast - Transfer - Flexography - Laser - Plotter - Rotogravure - Offset 	To carry out advertising printed media.	<p>Creative</p> <p>Communication ability</p> <p>Innovative</p> <p>Assertive</p> <p>Empathetic</p> <p>Ethical</p> <p>Tidy</p> <p>Analytical</p>

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Topic	Knowledge	Skills	Values/ Behavior
Outdoor advertising	To explain outdoor advertising types, their structure, advantages and disadvantages: <ul style="list-style-type: none"> - Billboard - Walls - Buses - Bus stops - Projections - Fences - Below the line advertising (BTL) 	To carry out outdoor publicity ads.	Creative Communication ability Innovative Assertive Empathetic Ethical Tidy Analytical
Audiovisual Media	To identify audiovisual media, their advantages and disadvantages: <ul style="list-style-type: none"> - Television - Radio - Cinema - Megaphoning <p>To distinguish elements in an advertising spot, infomercial and slot.</p> <p>To explain the concept and format of technical and literary scripts: <ul style="list-style-type: none"> - Storyboard - Three columns </p> <p>To explain the process of audiovisuals production: <ul style="list-style-type: none"> - Light, cameras and microphones management - Use of software for video edition - Use of software for audio edition </p>	To carry out technical and literary scripts. To elaborate advertising spots, infomercials and slots.	Creative Communication ability Innovative Assertive Empathetic Ethical Tidy Analytical


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Topic	Knowledge	Skills	Values/ Behavior
Media Plan	To identify media plan elements: - Frequency - Medium - Budget - Insertions	To elaborate media plans.	Organized Analytical Assertive Planning ability Negotiator Decision making ability Creative

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case, to carry out an advertising proposal containing:</p> <ul style="list-style-type: none"> - Creative Plan - Printed advertisements design - Advertising spots, slot and infomercials - Outdoor advertisements design - Applicable regulations - Media Plan - Justification 	<ol style="list-style-type: none"> 1. To understand concept, function and evolution of advertising, media types and applicable regulations. 2. To identify a creative plan elaboration process. 3. To distinguish printed, audiovisual and outdoor media and advertisements elaboration process. 4. To identify media plan elements. 5. To carry out a media plan. 	<p>Cases study</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Collaborative teams Cases analysis Information technologies-assisted learning.	Computer Projector Board Printed material Internet Serigraphy workshop Software for audiovisual production Software for vector design Software for photographic edition

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
	X	


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1. Learning Unit	II. Direct and point of sale marketing
2. Theoretical Hours	6
3. Practical Hours	15
4. Total	21
5. Objective	Students will elaborate direct and point of sale marketing proposals to position the product in the market.

Topic	Knowledge	Skills	Values/ Behavior
Direct Marketing	<p>To explain the concept of direct marketing, its advantages and disadvantages.</p> <p>To identify legal limits of data bases: - Current Ley Federal de Protección del Consumidor - Current Ley Federal de Protección de Datos</p> <p>To identify direct marketing media and their characteristics: - Inbound techniques - Outbound techniques</p>	To establish marketing inbound and outbound techniques.	Creative Communication ability Innovative Assertive Empathetic Ethical Tidy Analytical Responsible


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Topic	Knowledge	Skills	Values/ Behavior
Point of sale marketing	<p>To explain the concept of point of sale marketing, its advantages and disadvantages.</p> <p>To describe point of sale layout elements:</p> <ul style="list-style-type: none"> - Setting - Advertising in point of sale - Staff in point of sale - Cold points - Hot points - Point of sale distribution - Product distribution 	To elaborate point of sale marketing proposals.	<p>Creative</p> <p>Communication ability</p> <p>Innovative</p> <p>Assertive</p> <p>Empathetic</p> <p>Ethical</p> <p>Tidy</p> <p>Analytical</p> <p>Decision making ability</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a practical case, to elaborate a direct marketing proposal containing:</p> <ul style="list-style-type: none"> - Inbound and outbound techniques - Marketing layout design in point of sale - Justification 	<ol style="list-style-type: none"> 1. To understand the concept of direct marketing, its legal limits, advantages and disadvantages. 2. To identify inbound and outbound techniques and their characteristics. 3. To understand the concept of point of sale marketing, its advantages and disadvantages. 4. To identify layout elements. 5. To make layout proposals. 	<p>Case study</p> <p>Checklist</p>

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TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Cases analysis Collaborative teams Research tasks	Computer Projector Board Printed material Internet Software for vector design Software for photographic edition

TRAINING FACILITIES


Classroom	Languages Lab/Workshop	Corporation
X		

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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">- Personal sale- Publicity- Sales promotion- Public relations- Electronic commerce- S-Commerce- Digital marketing- Point of sale marketing- Direct marketing

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BIBLIOGRAPHY

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Treviño Martínez, Rubén	2010	<i>Publicidad: Comunicación integral en Marketing</i>	Ciudad de México	México	McGraw Hill ISBN: 9789701066331
Sorrentino, Miriam	2014	<i>Publicidad creativa: una introducción</i>	Barcelona	Spain	BLUME ISBN: 9788498017113
Aprile, Orlando	2013	<i>La publicidad Estratégica</i>	Ciudad de México	México	Paidos ISBN: 9789501227116
Morgn, Tony	2016	<i>Visual merchandising. Escaparates e interiores comerciales</i>	Naucalpan de Juárez	México	Gustavo Gili ISBN: 9788425228681

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