|  | LICENCIATURA EN GESTIÓN Y DESARROLLO TURÍSTICOEN COMPETENCIAS PROFESIONALES | descarga |
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**MERCADOTECNIA ESTRATÉGICA BIS**

| 1. **Competencias**
 | Manage the sustainable development of the tourism sector, through the design and implementation of innovative products, and administration of tourism organizations, considering public policies, the current legal framework, tourism management and distribution technologies as well as applicable quality systems, to contribute to collaborative planning and competitiveness of the tourism industry. |
| --- | --- |
| 1. **Term**
 | Ninth  |
| 1. **Theory hours**
 | 18 |
| 1. **Practial hours**
 | 57 |
| 1. **Total number of hours**
 | 75 |
| 1. **Hours per week**
 | 5 |
| 1. **Learning objective**
 | The student will design marketing strategies, making use of digital commerce tools, the marketing mix and the use of customer loyalty systems, for the positioning and growth of companies and tourist destinations.. |

| **Learning units**  | **hours** |
| --- | --- |
| **Theory** | **Practice** | **Total** |
| I. Digital marketing applied to tourism | 8 | 27 | 35 |
| II. Marketing strategies in the tourism sector | 10 | 30 | 40 |
| **Total** | **18** | **57** | **75** |

**MERCADOTECNIA ESTRATÉGICA BIS**

*LEARNING UNITS*

| 1. **Learning Unit**
 | I. Digital marketing applied to tourism |
| --- | --- |
| 1. **Theory**
 | 8 |
| 1. **Practice hours**
 | 27 |
| 1. **Total hours**
 | 35 |
| 1. **Learning unit objective**
 | The student will prepare proposals for digital marketing of tourism products and services, for their commercialization. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Life cycle and product levels | Recognize the importance of marketing in tourism activity.Describe the stages of the product life cycle:- Introduction (Launch)- Growth- Maturity- DeclineIdentify the concepts, importance and characteristics of the product levels:- Basic- Real- IncreasedIdentify the relationship of the product life cycle and its levels with the provision of tourist services.Identify marketing trends applied to tourism. | Determine the life stage of tourism products and services. | AnalyticalTargetResponsableDecision-making ability |
| Digital Marketing in Tourism | Identify the importance of digital marketing in tourism.Define the concept and importance of electronic commerce in the tourism sector.Describe the types, characteristics and advantages of electronic commerce:- Business to Business (B2B)- Business to Consumer (B2C)- Business to Employee (B2E)- Consumer to Consumer (C2C)- Goverment to Consumer (G2C) | Select the types of electronic commerce applicable to the tourist services offered | AnalyticalTargetResponsableDecision-making abilityCreative |
| Digital market segmentation | Recognize the variables of market segmentation in the tourism sector. | Describe the online segmentation processes of social networks:- Facebook- Twitter- Instagram- YouTube Segment online marketplaces | AnalyticalTargetResponsableDecision-making abilityCreative |
| E-commerce tools applied to tourism | Define the concepts and importance of neuromarketing, sensory marketing, emotional marketing, experience marketing, marketing 4.0, content marketing.Recognize the elements of the marketing mix.Describe the product strategies in the life cycle stages and their design process. | Operate e-commerce tools in the provision of tourist services | AnalyticalTargetResponsableDecision-making abilityCreativeEthical |

**MERCADOTECNIA ESTRATÉGICA BIS**

*EVALUATION PROCEDURE*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| From the design of a tourist product or service, create a digital marketing proposal that contains:- Analysis of the life cycle and level of the product or service- Selection and justification of the type of electronic commerce applicable- Segmentation of online markets- Evidence of the operating processes of the applicable e-commerce tools- Analysis of security risks of the digital tools used | 1. Identify the stages of the product life cycle and marketing trends applied to tourism.2. Understand the concepts, importance and characteristics of the product levels and their relationship with the provision of tourist services.3. Identify the importance of digital marketing in tourism, electronic commerce and its types.4. Analyze the online segmentation processes of social networks.5. Understand the operation, characteristics and risks of electronic commerce tools applied to tourism, as well as their payment methods and risks. | ProjectRubric |

**MERCADOTECNIA ESTRATÉGICA BIS**

*TEACHING-LEARNING PROCESS*

| **Methods and teaching techniques** | **Teaching aids and materials** |
| --- | --- |
| Learning aided by information technologiesCarrying out research workCollaborative teams | Whiteboard Projection equipmentComputer equipmentInternetMobile devicesOnline digital platformsSpecialized magazinesVideos |

*TRAINING FACILITIES*

| **Classroom** | **Lab / workshop** | **Company** |
| --- | --- | --- |
|  | **X** |  |

# MERCADOTECNIA ESTRATÉGICA BIS

*LEARNING UNITS*

| 1. **Learning Unit**
 | **II. Marketing strategies in the tourism sector** |
| --- | --- |
| 1. **Theory**
 | 10 |
| 1. **Practice hours**
 | 30 |
| 1. **Total hours**
 | 40 |
| 1. **Learning unit objective**
 | The student will design marketing strategies for tourism products and services, for their growth and positioning. |

| **Topic** | **Knowledge** | **Skills** | **Values** |
| --- | --- | --- | --- |
| Product | Define the concepts and importance of neuromarketing, sensory marketing, emotional marketing, experience marketing, marketing 4.0, content marketing.Recognize the elements of the marketing mix.Describe the product strategies in the life cycle stages and their design process. | Design product strategies applied to the tourism sector | c |
| Price | Describe the pricing strategies and their design process:- In the introduction of new products- In product packages- Geographic- Differentiated- Psychological  | Design pricing strategies according to the tourism product. | AnalyticalTargetEthicalCreativeResponsable |
| Place | Describe the distribution strategies and their design process:- Exclusive- Selective- Intensive | Design distribution strategies for tourism products. | AnalyticalTargetEthicalCreativeResponsable |
| Promotion | Describe the elements of the promotional mix:- Sale promotion- Public relations- Advertising- Personal saleDescribe sales promotion strategies and their design process aimed at:- Commerce- ConsumerDescribe the advertising media and the process of developing a media guideline:- Printed- Audiovisual- Transit- Interactive | Design promotion strategies applied to tourism products and services. | AnalyticalTargetEthicalCreativeResponsable |
| Customer loyalty | Identify the concept and importance of customer loyalty.Identify the types of customer loyalty programs:- Of rewards- Exclusive services- Invitation to eventsDescribe the Customer Relationship Management (CRM) loyalty strategy, its use and application.Explain the operation and use of CRM software | Design customer loyalty strategies.Operate CRM systems. | AnalyticalTargetEthicalCreativeResponsableAssertiveTeamwork |

**MERCADOTECNIA ESTRATÉGICA BIS**

*EVALUATION PROCEDURE*

| **Learning outcome** | **Learning sequence** | **Assessment instruments** |
| --- | --- | --- |
| From the design of a tourist product or service, prepare a marketing proposal that contains strategies for:- Product- Price- Distribution- Promotion- Loyalty- Evidence of operation of CRM systems | 1. Understand the concepts related to marketing in the tourism sector.2. Analyze the product, price, place and promotion strategies, as well as their design process.3. Understand the concept, importance of customer loyalty and its types.4. Identify the CRM strategy, its use, application and specialized software.  | ProjectRubric |

**MERCADOTECNIA ESTRATÉGICA BIS**

*TEACHING-LEARNING PROCESS*

| **Methods and teaching techniques** | **Teaching aids and materials** |
| --- | --- |
| Project-based learningLearning aided by information technologiesCollaborative teams  | whiteboardProjection equipmentComputer equipmentInternetVideosCRM softwareSpecialized magazinesPrinted |

*TRAINING FACILITIES*

| **Classroom** | **Lab / workshop** | **Company** |
| --- | --- | --- |
| **X** |  |  |

**MERCADOTECNIA ESTRATÉGICA BIS**

*SKILLS DERIVED FROM THE PROFESSIONAL COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES*

| **Skills** | **Performance criteria** |
| --- | --- |
| Formulate strategic planning based on a situational diagnosis, the use of techniques, administrative tools and organization of resources to establish its guidelines. | Prepare a strategic plan for the tourism organization that contains:- Company data-Goals-Organizational Philosophy (mission, vision, values ​​and objectives)-Situational analysis (internal and external)-Strategies-Action plans- Staffing guide-Indicators-Budgets |
| Design innovative tourism products considering the potential detected, the analysis of trends in the sector, public policies and applicable regulations to diversify the tourism offer. | Prepare an executive report of a tourism product that contains:- Cover- Introduction- Justification (analysis of the tourist vocation, analysis of statistical data of the sector, market trends, demand, competition)- Proposal of the innovation proposal (Name of the tourist product, attraction, service, infrastructure, tourist plant, superstructure, tourist offer, tourist demand, host community, perception-image-emotion, need covered, target market and description of the innovation )- Public policies and applicable regulations- Presentation of the tourist product (Lay out, diagram, mapping)- Conclusions- References consulted |
| Integrate business plans for tourism products based on the design proposal, market, technical, financial, organizational analyzes and applicable regulations, for the management of resources and their implementation. | Prepare a business plan for tourism products that contains:- Cover- Executive Summary- Introduction- Definition of the tourist product or service- Market study (Demand, Supply, Product, Target market, Price, Marketing strategies)- Technical study (Macro and micro location, supplies, machinery, equipment, load capacity, layout, processes, applicable quality standards and indicators, integration of the value chain, regulations and environmental impact)- Organizational study (organizational philosophy, organization manual and procedures)- Financial and economic study (investment budgets and financing sources, operating budgets, projected financial statements, breakeven point, profitability indicators)- Conclusions and recommendations- References consulted |
| Implement tourism products through the management of resources and monitoring of the business plan to contribute to the sustainable development of the region. | Present a report of evidence of the implementation of tourism products that integrates:- Description of the tourism product proposal- Justification of the selected financing program (s)- Evidence of financing management procedures- Evidence of the monitoring of the business plan- Conclusions and recommendations- References consulted |

**MERCADOTECNIA ESTRATÉGICA BIS**

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