

Universidad Autónoma de Coahuila

MARKETING



Subject Introduction

MARKETING

INTRODUCTION

This small course will take you to discover the complex world of marketing and the role that it plays in any organization.

It's just a suggested guide that, according to Lamb, Hair, & McDaniel (2011), summarizes the topics that comprise the four units of the course, adhering some suggestions for short and interesting videos that will come to broaden your perception of marketing, as well as links to articles of interest and comments from your advisor.

If you want to learn about marketing, the first thing you have to do is open our mind and look around, you'll find that marketing is closer to you than you think. Soak it up, read, watch every ad carefully, every label, every product and service you receive or provide, question everything. Marketing is so complex and magical.

Starting today, try to build your own definition of marketing, the one that best fits your life, your day to day; and, without being an expert, start applying what you are learning in your daily activities, pay attention to what catches your attention through this subject, and little by little, this will no longer be just a subject and it will become a practical tool for your professional and personal life.

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SUBJECT OBJETIVE

The student identifies and applies the techniques and strategies to know the market and the clients to analyze, formulate and implement strategic actions that impact business results and marketing planning.

THEMATIC CONTENT

Unit 1 The World of Marketing. An Overview.

- An Overview of Marketing. Basic Concepts. Needs and Desires.
- The Organization's Focus.
- Strategic Planning-Marketing Plan.
- The Marketing Mix.
- Following Up on the Marketing.
- Ethics and Social Responsibility.
- The Marketing Environment.
- Developing a Global Vision of Marketing.

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Unit 2: Analyzing the Market as an Opportunity

- The Consumer Decision-Making Process and Consumer Buying Decisions.
- Business Marketing and Buying Behavior.
- Market Segmentation.
 - Decision Support Systems.
 - Marketing Research.
- Marketing Research Aggregators.

Unit 3: An Overview Product and Place

- An Overview Product and Place.
- Product Items, Lines and Mixes.
- Branding.
- Packaging.
- Developing and Managing Products.
- Services Marketing.
- Marketing Channels.
- Supply Chain Management.
- Retailing.

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Unit 4 Promotion and Pricing Decisions and Marketing Trends

- The Role of Promotion in the Marketing Mix.
- The Communication Process.
- The Promotional Mix.
- Pricing Concepts.
- Determinants of Price.
- Setting the Right Price.
- An Overview the Marketing Trends:
 - Social Marketing.
 - Green Marketing.
 - City Marketing and Place Branding.
 - Digital Marketing.

GENERAL EVALUATION

To report your final grade obtained from the sum of each unit's percentage, you must have compulsorily complied with the completion or submission of the following:

- Complete the activities presented for each unit and the homework uploaded into the platform, in a timely manner.

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- Final Project (described ahead).
- Answer the final evaluation of knowledge.
- Minimum grade for approval: 70.

Cause for Extraordinary Evaluation

- If the student does not achieve the minimum grade for approval, they will have the opportunity for an Extraordinary Evaluation that includes:
 - A project.
 - A test.

Repeating the course

- Once the student has presented their extraordinary evaluation and the grade obtained is not the minimum for approval, they will have to repeat it one more time, and it will appear as “Recursado”.

REMEMBER THAT THE MINIMUM GRADE FOR APPROVAL IS 70

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GENERAL EVALUATION

EVALUATION	POINT
UNIT I	15
UNIT II	15
UNIT III	15
UNIT IV	15
FINAL PROJECT	20
FINAL EVALUATION OF KNOWLEDGE	20
TOTAL	100 POINTS

FINAL PROJECT

Instructions:

Develop a glossary of basic and technique terms of marketing.

Having a glossary of basic concepts will allow you to have in your hands a consultation tool that will help and guides you to understand marketing even more.

1. The document must begin with a definition of the previously mentioned GLOSSARY term so that you are clear about what you should include in it.

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2. As you read each of the suggested readings and watch each of the videos, be sure to take note of all those concepts that you think are important, read them, understand them, paraphrase them for yourself, include them in your glossary and complete it with each unit.

3. Organize the words alphabetically to facilitate the search.

Criteria
Uses Arial 12 with 1.5 line spacing.
Answers every question correctly.
Contains concepts from all topics and units.
Total 20 Points

Send it through the Virtual Platform.

Remember that the file must be named:

Last Name_First Name_P_Glossary

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RECOMMENDED REFERENCES

1. Lamb, Charles W; Hair, Joseph F. y; McDaniel, Carl (2011). *MARKETING*. 11 Ed. Mason, Ohio: Cengage Learning.
2. Kotler&Armstrong (2008), *Fundamentos de Marketing*, Ed, Prentice Hall, México
3. [Weekly Marketing Tips](#). [[Weekly Marketing Tips](#)]. (2017, April 29). What is a Marketing Plan? | How to Create a Marketing Plan. [Video file]. Recovered from <https://www.youtube.com/watch?v=-JLpJAIMRS0>
4. Paxton/Patterson. [Paxton/Patterson]. (2017, March 14). The 4 Ps of The Marketing Mix Simplified. How to Create a Marketing Plan. [Video file]. Recovered from <https://www.youtube.com/watch?v=Mco8vBAwOmA>
5. Robson K. [Karen Robson]. (2018, December 28). Marketing Environment. [Video file]. Recovered from https://www.youtube.com/watch?v=Dc3wS_Ozlas
6. Directive. [Directive]. (2018, June 08). 5 Stages of the Consumer Decision-Making Process and How it's Changed. [Video file]. Recovered from <https://www.youtube.com/watch?v=a9lpVg54u-k>
7. [Facts Verse](#). [[Facts Verse](#)]. (2019, April 04). *Different McDonald Meals around the World*. [Video File]. Recovered from <https://www.youtube.com/watch?v=-G1er3hBGz0>