



**THE WORLD  
OF MARKETING.  
AN OVERVIEW.**

# Unit I: The World of Marketing. An Overview

## UNIT 1: INTRODUCTION

This unit will be the gateway to the world of marketing, from particularities and definitions to a global vision. Discover its importance and its indispensable role for the operation of any organization.

Through this course, you will understand the importance of marketing in the life of organizations. You will know the complexity behind each product that has its scope. You will develop skills that will allow you to design and implement successful strategies in your professional life starting from the basics to the design, execution and evaluation of a marketing plan. You will also be able to analyze the marketing from the current trends to which it is adapting.

## UNIT OBJECTIVE

Know the origins and evolution of marketing, and its nature.

## MAP CONTENT



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## EVALUACIÓN DE LA UNIDAD

EVALUATION	POINTS
Activity Marketing and you.	3
Activity Infographic: Maslow-mix marketing-environment.	3
Activity: Segmentation of markets.	3
UNIT EVALUATION	6
<b>TOTAL</b>	<b>15</b>

## UNIT ACTIVITIES

TOPIC	SUBTOPIC	ACTIVITIES
An overview of marketing. Basic concepts.		Activity: Marketing and you.
Strategic planning- marketing plan.		Activity: Infographic Maslow-mix marketing- environment.
Following up on the marketing plan.		Activity: Segmentation of markets