UNIVERSIDAD AUTÓNOMA DE COAHUILA





UNIT 1

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

Unit I: The World of Marketing. An Overview

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
TOTAL	15

UNIT ACTIVITIES

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