



**PROMOTION,
PRICING DECISIONS
AND MARKETING
TRENDS**

Unit IV Introduction

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This is a very diverse unit. We will review different topics like the opportunity that organizations have through **Promotion** to highlight in a creative and directed way the attributes of their products that, if successful, will achieve acceptance from their target market. On the other hand, we will learn about the **Price**, which is more than a monetary figure, it is an element in which several factors intervene to determine it, mainly demand and cost.

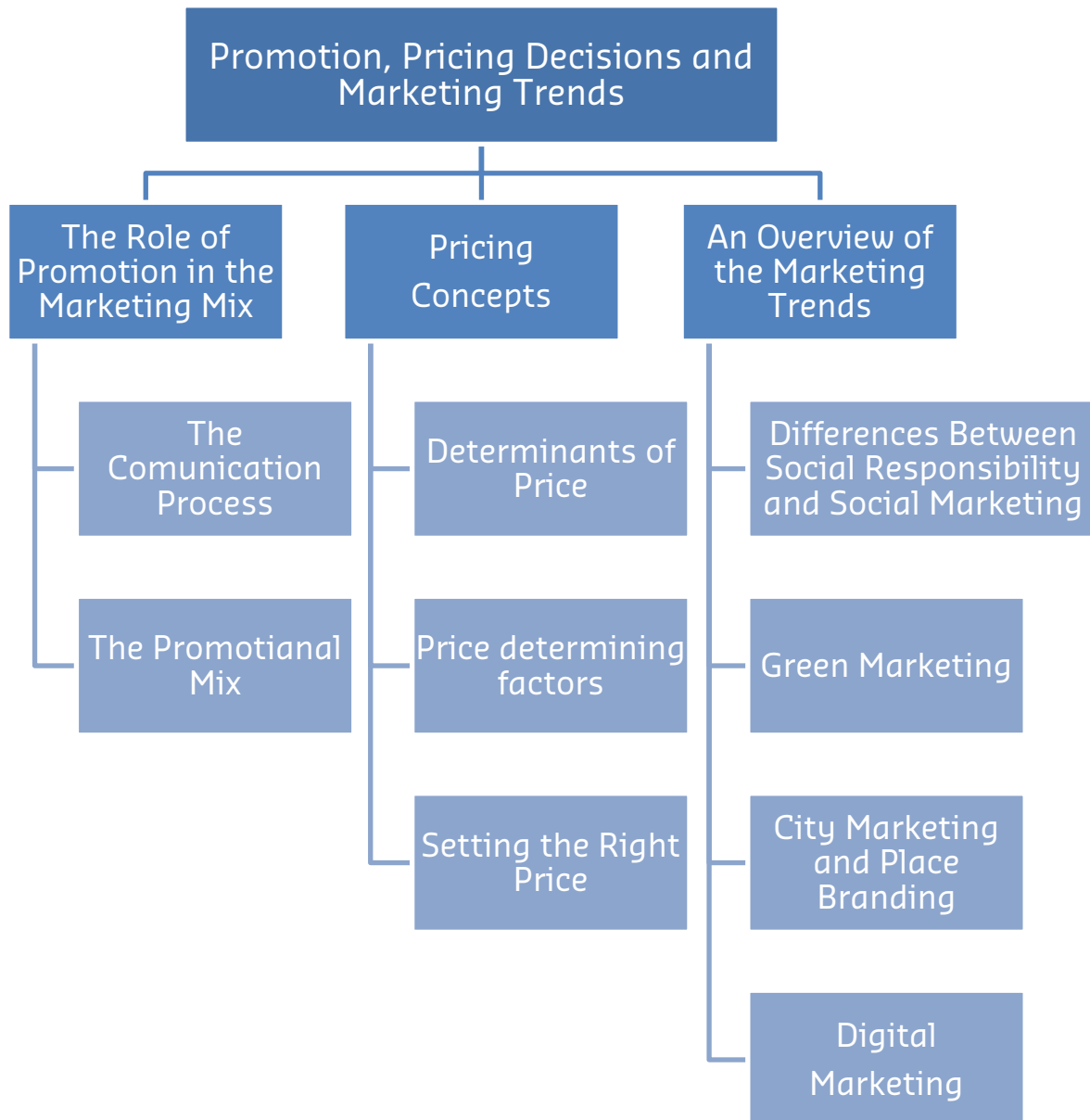
Marketing has changed over the years and every time it does so more rapidly, that is why it is important to know the current trends of Marketing and how companies are using them as a way to reach consumers.

Unit Objective

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

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Map Content



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Evaluation

EVALUATION	POINTS
Activity: Promotional Mix	3
Activity: Pricing	3
Activity: Marketing Trend	3
UNIT EVALUATION	6
TOTAL	15 Points

Unit Activities

TOPIC	SUBTOPIC	ACTIVITIES
The Role of Promotion in the Marketing Mix		Promotional Mix
Pricing Concepts		Pricing
An Overview the Marketing Trends		Marketing Trends