

MARKETING I (IN 4601)

School of Physical Sciences and Mathematics (FCFM)

COMPETENCIES

Specific competences

- SC1: Identify the different elements of complex problems that arise in organizations, and that are key to solve them.
- SC2: Conceive solutions to the problems that arise in organizations, using knowledge from operations management, information and communication technologies, finance, economics, and marketing.
- SC4: Use the knowledge of the different disciplines of industrial engineering: operations management, information and communication technologies, finance, economics, and marketing, in the respective functional areas of the organizations.
- SC6: Develop skills to lead work teams by managing interpersonal relationships.
- CE7: Create business opportunities through entrepreneurship.

Generic competences

- GC1: Communicate ideas and results of professional or research work, in written and oral form, both in Spanish and English.
- CG5: Manage their self-learning in the development of knowledge of their profession, adapting to changes in the environment.

PORPOSE OF THE COURSE

Marketing helps to generate value for customers, thus helping to ensure the strength of one of an organization's most valuable assets. In this context, IN 4601, Marketing I, provides some of the basic marketing structures and analysis techniques that companies use to generate value for their customers.

The main objective of this course is that the student can give guidelines on how the company can create and satisfy customer needs. To do this, in basic terms, the current situation of the company must be evaluated, which includes the analysis of the customer, the company and the competition (the 3 C's), to project the work of the organization. Consequently, it is necessary to design a plan that involves strategic and tactical decisions, considering diverse criteria and a series of stages of processes for decision making for the benefit of the company and the organization.

The methodology of the course is active-participatory. Students build their learning by analyzing situations and understanding that making marketing decisions (segmentation, targeting, positioning, product, price, promotion) requires a deep understanding of the company's situation (customers, company, and competition). In this context, the teacher is a mediator of learning by resolving and correcting doubts about these issues.

LEARNING OUTCOMES

- CE1-CE6-CG1-RA1: Diagnoses the situation of a company, analyzing dimensions such as customers, company, and competition, to provide inputs for the development of a marketing plan.
- CE4-CE6-CG5-RA2: Identifies criteria that define a customer segmentation, considering the effectiveness and ease of use of different segmentation approaches, to support targeting and positioning decisions.
- CE2-CE7-CG1-CG5-RA3: Proposes new product alternatives, discovering them from a consumer insight or applying systematic invention techniques (SIT), to generate attractive new product proposals.
- CE2-CE7-CG1-RA4: Designs price recommendations, considering the value of the product for the consumer, the competition, and the company's costs, to establish profitable pricing policies for the organization.
- CE2-CE7-CG1-RA5: Designs promotional recommendations, considering promotional objectives, target audience, message, media mix, budget, and measurement of results, to establish relevant promotional policies for the organization.
- CE2-CE7-CG1-RA6: Designs distribution recommendations, considering the depth and breadth of the distribution channel and possible distribution channel conflicts, to establish efficient and effective distribution channels for the organization.

Teaching Methodology	General Evaluation
<p>The methodologies to be used are:</p> <ul style="list-style-type: none"> • Case analysis • Problem-based learning • Expository lectures • Exercises and homework • Group work 	<p>The evaluation is a process evaluation and contemplates instances such as:</p> <ul style="list-style-type: none"> • Exam (1) • Group Assignments • Participation

Prerequisites:

“Financial Mathematics and Analysis” and “Statistics for Economics and Management”.

THEMATIC UNITS

1	MARKETING: INTRODUCTORY ASPECTS
2	SITUATIONAL ANALYSIS AND STP (SEGMENTATION, TARGETING AND POSITIONING)
3	MARKETING PLANNING: THE 4 P'S (PRODUCT, PRICE, PROMOTION AND PLACE)

General Bibliography

A Framework for Marketing Management by Philip Kotler and Kevin Keller (Prentice Hall 2011, 5th ed).