



UNIVERSITY OF SONORA
Central Region Unit
School of Economic and Administrative Sciences
Department of Economy
International Business and Trade Degree

Identification Data

Subject: Computer class applied to Marketing	Formative Pillar: Specialization
Teaching-learning process: Course and Workshop	Previous requirement:
Hours per week: 4	Subsequent subject:
Type: Elective	Credits: 6

General Objective:

Introduce the student to the basic concepts of Information Technology and Communication. Present the main IT tools to support the subsystem of the company. Apply those tools and network services in the field of research and market techniques.

Specific Objectives:

- A better understanding of the IT importance in the field of business activity.
- The knowledge of the systems that companies use to handle information
- The management of basic computer tools and applications in the activities of the company related to market research and techniques.

Proficiency Units:

Unit 1. Introduction to Computer Science

- Operating system
- Most used programs
- The digital image
- Applied informatics
- Electronic commerce

Unit 2. The internet impact on the business

- Internet: the world and its advances
- Appearance of the first online services aimed at the public
- Barriers and opportunities
- Other forms of internet use: Intranet and Extranet

Unit 3. Internet as and advertising and marketing tool.

- Advantages of online advertising.
- Objectives of online advertising and marketing
- Basic concepts of online advertising
- Online marketing channels
- Specific tools for commercial management and market research
- The email as an advertising tool.
- Aspects to improve in the agency-advertiser relationship

Unit 4. Online demand and typical user profile

- What users are looking for on the internet
- User profile
- Access related habits
- Habits in the use of Email
- Most used services by user
- Online shopping habits

Unit 5. Company promotion on the internet

- Stablishing objectives
- Creation of a company
- Value chain in interactive communication
- Web maintenance
- Results measurement

Unit 6. Creation of the virtual company

- Internet access
- Web hosting
- Domain
- Website creation
- Transactional web
- Legal aspects of the virtual company and the web site

Teaching strategies:

- Theme presentation, analysis and discussions with support of teaching, bibliographic and audiovisual materials, with the active participation of the students.
- Preparations, design of complementary material for students presentations to reinforce the analysis and discussion of it.
- Preparation and development of cases between sessions for their presentation in class with analysis and discussion of proposals presented by teams.
- Research and independent work by students with practical application of the material seen in class.
- Final practice (website)

Bibliography

Fundamentos de Marketing

William J. Stanton, Michel J. Etzel, Bruce J. Walker.

Decimocuarta edición

McGraw Hill

Mercadotecnia en línea para PyMEs

Holly Berkley

CECSA

Desired academic profile for person in charge of course:

Possess a Bachelor's degree in Computer Science with the knowledge and/or experience in the management area, preferably with professional experience in marketing in public or private organizations. Or in areas related to IT and Communication.

Teaching experience in Higher Education of at least 2 years.

Teaching and technological training:

- Ease in teaching-learning tasks.
- Ease in group or individual communication with students
- Ability to use technological (IT) and teaching resources (computer, projector, slides, videos, etc)
- Curse the teacher training process of the university

Other skills: Proficiency in English language (4 language skills)