



"El saber de mis hijos
hará mi grandeza"

UNIVERSIDAD DE SONORA

**CENTRAL REGION UNIT
SCHOOL OF ECONOMIC AND ADMINISTRATIVE SCIENCES
ECONOMICS DEPARTMENT
BACHELOR'S DEGREE IN INTERNATIONAL BUSINESS AND TRADE**

Identification Information:

Name of the subject: Marketing	Formative Pillar: Basic
Didactic unit: Course-workshop	Previous Subject Requirement:
Class Hours: 4 per week (2 theory, 2 practice)	Subsequent Subject:
Subject Type: Mandatory	Credits: 6

Introduction

The aim of this course is for students to know, in an introductory and general way, the basic aspects of marketing as a discipline whose purpose in this case is to provide a basis for understanding the applications in the promotion and advertising of goods and services of organizations.

General Objective

The student will identify and analyze the variables that make up marketing (4 hours of practice) in order to evaluate the working environment of the organizations and participate in the implementation of strategies aimed at customer satisfaction and increasing competitiveness.

Thematic content

1 General aspects of marketing

- 1.1 Marketing concept
- 1.2 Marketing background
- 1.3 Importance of marketing
- 1.4 Marketing and the environment
- 1.5 The marketing system
- 1.6 The marketing process

2. Market and market segmentation

- 2.1 Types of market
- 2.2 Market research
- 2.3 Market segmentation

3. Consumer behavior

- 3.1 Consumer behavior
- 3.2 Motivation
- 3.3 Purchase process
- 3.4 Post-purchase feeling
- 3.5 Models of purchasing behavior

4. The product

- 4.1 Basic concepts of the product
- 4.2 Product life cycle
- 4.3 Product classification
- 4.4 Brand
- 4.5 Label
- 4.6 Packaging and packing

5. The price

- 5.1 Concept
- 5.2 Pricing strategies and policies
- 5.3 Pricing methods

6. The place or distribution

- 6.1 Concept, nature and category of intermediaries
- 6.2 Tasks of the members of the distribution channels
- 6.3 Types of distribution channels
- 6.4 Factors determining channel selection
- 6.5 Evaluation of distribution channels

7. The promotion

- 7.1 Objectives and functions
- 7.2 Communication process
- 7.3 Promotional mixture

Teaching Strategies

- Presentation of information by the teacher.
- Case resolution by team
- Reading of articles related to the topics discussed in class.
- Team plenary sessions
- Final assignment

Course Crediting and Evaluation methods and requirements

Three written exams.....	60%
Team participation in plenary sessions and debates.....	10%
Assignments (case resolution, literature and field research, etc.)	10%
Final assignment.....	20%

Bibliography

Eyssautier de la Mora, Maurice. Elementos básicos de mercadotecnia. Trillas, México.1995.

Fischer de la Vega Laura. Mercadotecnia. Ed. Mc. Graw Hill 1999.

Kotler Philip. Mercadotecnia.Ed. Prentice may. México. 1993

Stanton J. William. Fundamentos de mercadotecnia. Ed. Mc. Graw Hill

Instructor desired academic profile

Academic:

Master's degree in Marketing, Administration or related area.

Teaching experience:

Teaching experience in the subject's field. At least two years of professional experience.

Professional experience in marketing activities in private or public organizations.

Teaching education:

Ease in carrying out teaching-learning tasks.

Ease of communication with students as a group or individually.

Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).

Complete the institution's professional development process.

Other: English language proficiency (specifically, the four basic skills).