

Course Syllabi

1. EDCA-00230 MARKETING

2. 96 credits hours.

3. Specific Course Information

a. Marketing is the process of identifying and meeting the needs of the consumer to benefit both the customer and the company. Studying it is crucial because it helps to better understand the market, develop effective strategies to attract and retain customers, make informed decisions about prices and promotions, and innovate and adapt to market changes, which contributes to the success and growth of the company, considering key aspects such as product, price, distribution and promotion. E This subject contributes to the student's graduation profile in: - Argues the validity of the decisions made in the formulation, execution and evaluation of the project. - Sets practical criteria for logistic positioning in the supply chain. As well as contributing to the RDA's ABET: - RA3. Communication - RA7. Autonomous learning.

b. Prerequisites:

- INDU-00008 RESEARCH AND DEVELOPMENT OF NEW PRODUCTS

4. Learning Objectives of the Course

a. Know and interpret the main fundamentals of marketing, as well as its tools (product, price, position and promotion).

- Know the main fundamentals of this social science, its application in the business environment and formulate commercial strategies through the use of marketing instruments.
- Define the principles, basic concepts, focus, nature, variables and scope of marketing.
- Use appropriate methods for the analysis of trading problems.
- Interpreting the appropriate marketing tools for the analysis of commercial problems.
- Relating the content of the class with the other subjects of the career from the perspective of customer satisfaction.

b. Learning Outcomes

- Analyze data to make marketing decisions.
- It carries out the commercial analysis of the variables of the micro and macroenvironment of the company to establish its current situation.
- Get to know the main marketing tools: product, price, place and promotion.
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- Develop a proposal for the implementation of the marketing mix for a company or organization.
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5. Course Topics

- Unity 1: introduction to marketing
- Unity 2: development of business strategies and marketing plans
- Unity 3: analysis of the environment
- Unity 4: direct marketing and online
- Unity 5: strategies for market