



NATIONAL UNIVERSITY OF ENGINEERING
COLLEGE OF INDUSTRIAL AND SYSTEMS ENGINEERING

INDUSTRIAL ENGINEERING PROGRAM

GP314 – MARKETING

I. GENERAL INFORMATION

CODE	: GP314 – Marketing
SEMESTER	: 5
CREDITS	: 04
HOURS PER WEEK	: 04 (Theory – Practice)
PREREQUISITES	: GP304
CONDITION	: Mandatory

II. COURSE DESCRIPTION

The Marketing course prepares the student in the application of the concepts, methods and techniques of the marketing process, which includes the definition and basic concepts. Strategic planning oriented to the market. Marketing management process: The analysis of market opportunities, research and market selection more suitable for the company.

III. COURSE OUTCOMES

At the end of the course the student will:

- Include the marketing process, understanding the market and consumer needs, to design a strategy, develop a program and obtain profits.
- Distinguish a comprehensive strategic plan of the company, oriented to marketing and builds a marketing plan that helps to obtain strategic objectives.
- Analyze market opportunities in the environment and use marketing information systems to achieve better decisions.
- Research the markets by applying the steps of the market research process to achieve success in today's competitive environment.
- Evaluate the consumer and industrial markets and apply the variables of the basic marketing mix: product, price, distribution, promotion and advertising.
- Design strategies and programs for segmentation and positioning, product development, pricing, distribution and communication.
- Solve real cases of group marketing and oral reading controls.
- Prepare reports of real research in local companies, detailing diagnoses, opportunities, objectives and problems, strategies, action programs and budgets.

IV. LEARNING UNITS

FIRST PART

- Introduction. Marketing Fundamentals. Marketing Evolution. Marketing Process. Basic concepts. Strategies oriented to desires and needs. Concepts that guide the marketing strategies. The digital age Integral Marketing
- Analysis of the marketing environment. Macro environment and Micro environment. Forecast and calculation of demand.
- Definition and classification of Market Research. Research Process: Problem definition. Development of the research plan.
- Sample design and sampling error in market research. Collection of information. Information Analysis, presentation of results and decision making.
- Consumer market: Consumer behavior model. Buyer's decision process. Business or industrial markets. Business market behavior. Analysis of the industry and competition.
- Market Segmentation. Selection of target markets. Positioning Strategies Positioning Strategies. Perceptual positioning maps.
- Marketing information management. Forecast and calculation of demand. Parameters of market demand. Calculation of real demand and calculation of future demand.

SECOND PART

- Product. Marks Definitions. Classification, line decisions and product mix. Marketing Service.
- Price fixing. Design of strategies and programs to set prices: How prices are fixed. Process for pricing.
- Distribution channels and their design: nature of distribution channels. Channel design decisions. Channel administration decisions. Retail and wholesale sales. Market Logistics
- Marketing Communication Integrated marketing communication strategy. The communication process Steps to develop effective communication. Total promotion budget and promotion mix. Advertising.
- Strategic planning focuses on marketing, mission of the company, design of the business portfolio. Creation of growth strategies. Marketing strategy and mix.
- Design and development of a Marketing Plan. Detailed marketing plan for each business, product or brand. International marketing.

V. LABORATORIES AND PRACTICAL EXPERIENCES

During the semester there will be considered 3 types of practices:

- 04 Qualified Practices.
- 02 Research Works
- 01 Lecture Control

VI. METHODOLOGY

In the theory sessions, the teacher presents the theoretical concepts and their applications, mentioning some aspects of their real experience. At the beginning of each theory session, reading controls will be taken to a number of pre-designated students; for which they must have previously read the subject that touches according to the programming and will expose what they have read and their own reflection.

For practice sessions; At the beginning of the course work groups will be formed in a minimum of 3 students and a maximum of 5. Cases related to the theoretical theme will be developed. These same groups will develop market research. In the middle of the cycle they will present an advance and at the end of the course they must present the final report and present the work.

VII. EVALUATION FORMULA

The learning will be evaluated through the "G" system.

- Partial Exam (PE): Weight 1
- Final Exam (FE): Weight 1
- Average of Practices (P): Weight 1.

$$FA = \frac{PE + FE + P}{3}$$

VIII. BIBLIOGRAPHY

- Marketing adapted to Latin America. Philip Kotler and Gary Armstrong Eleventh edition *.
- Marketing Management Phillip Kotler 14th edition 2012.
- The sixth generation of Marketing. Francisco Alberto Madia de Souza
- Market research, an applied approach. Narres K. Malhotra. 4th ed. 2004
- Market research. Walter B. Wentz. (In FIIS library)
- Marketing cases Laura Fischer and Jorge Espejo 2002 Edition (For case resolution)