



ADE 208 FUNDAMENTALS OF MARKETING

Credits: 4

OVERVIEW

This course examines the various theories of marketing, its main features and potential applications in the company. It is aimed at teaching students about theories, developments, trends and marketing approaches, to understand and apply marketing concepts in the management of organizations. Marketing is associated with the stage of economic abundance that places the greatest importance on distribution and innovation of consumer-oriented products, service, etc... If the arrival of marketing means anything, it is the transition of trade: from that predominance of the interests of the seller, to the attention of the buyer.

Marketing thought is considered a part of human intelligence and social development. Our way of thinking about marketing reflects the way we think about life itself. Marketing begins within oneself. From our own values and interpretations of the environment is the way we conduct ourselves through marketing to reach audiences that gives origin and rationale to this activity.

DESCRIPTION

What is it?	It is a field of study that focuses on the discovery of social needs and meeting them.
What needs does it address?	Responsible for identifying, managing, and satisfying needs and desires and creating long term business relationships.
What does it pursue?	To assess situations and make appropriate decisions for troubleshooting
What relationships exist?	It is related to all areas including financial, production, etc...

OBJECTIVES

- Define the market and its needs in order to set objectives and strategies for success.
- Set competitive advantages you achieve.
- Obtain management skills to address business processes in the company.
- Determine the causes of success or failure of companies, linking past experiences with current reality and the importance of social participation in organizations to reach commercial success.

CONTENTS

UNIT	1		
Identify and become familiar with the concepts of marketing to be implemented in the company.			
General Concepts of Marketing - Needs - Marketing			
Knowledge		Skills	Values

General Knowledge of Marketing -Definition of Market, needs, demands, its nature and purpose -Marketing functions Orientation of companies towards the market -Sales orientation -Production orientation -Market orientation The Quality -Concepts -Dimensions	Analyze the basic concepts and the importance of marketing in guiding companies in the market.	Accountability, performance, customer service
TASKS		1
<ul style="list-style-type: none"> • Key Concepts: Define Market, needs, desire, Marketing (area of focus) • Market Evolution through history and the relationship between production and customers. • Survey interview data, observation or dialogue with an expert (empirical techniques): The role of marketing management in an organization. 		

UNIT	2		
Identify and develop competitive advantages within organizations to implement a strategy aligned to our strengths and competitive advantages.			
Strategic planning and forecasting			
Knowledge	Skills	Values	
-Planning -Development of competitive advantage: Concepts - Positioning: Definition, types, establishing positioning -Generic Competitive Strategies: cost leadership, differentiation, Focus -Directions for the development of strategies -Objectives and goals of the Marketing Plan -Market Competitive Forces -SWOT	Analyze the basic concepts and the importance of creating a competitive advantage and with this advantage create a strategy. Define the goals and objectives of the marketing plan.	Achieve the goals of an organization	
TASKS			2
<ul style="list-style-type: none"> • Key Concepts: Definition of competitive advantages, types of generic competitive strategies. Concept of positioning. • Identify the gap between position achieved VS. position expected in midsized companies. • Interview data, observation or dialogue with an expert (empirical techniques): Identify competitive advantages and generic strategies used in your organization. 			

UNIT	3		
Properly segment the market to identify target markets			
Market Research - Segmentation			
Knowledge	Skills	Values	
-Market Segmentation: Concepts of market segmentation, market niche - Segment Descriptors: Demographic, geographic, behavioral, etc... - Benefits Segmentation	Analyze the basic concepts and the importance of market segmentation and determination of target markets.	Achieving proper market segmentation and market research	

- Market Research: Concepts, purpose of the investigation - Buying Process: Buyers matrix	Analyzes the Market Research process and purchasing processes.	process, supporting sound decision-making.
TASKS		3
<ul style="list-style-type: none"> • Key Concepts: Definition of market segment, niche, market research, market research tools, etc... • Conduct market segmentation considering several descriptors (geographic, demographic, etc.) • Development of a survey as a research tool. 		

UNIT	4		
Be able to identify each of the components of the Marketing Mix, establishing in each the right balance of the mix.			
Operational Marketing: MIX. - Product, Price, Promotion and Place			
Knowledge	Skills	Values	
Operational Marketing PRODUCT: Concept, characteristics. The Brand: Elements Product Lifecycle PRICE: Concept, functions, methods of fixation, types of prices PLAZA: Concepts Distribution Channels: Objectives, types of channels PROMOTION: Concept of communication, types of communication, advertising, etc..	Analyze the concepts, definitions and importance of Operational Marketing, MIX components and the importance of everyone in the value chain.	Ensure proper implementation of marketing MIX company strategy	
TASKS			4
<ul style="list-style-type: none"> • Key concepts: Product, Price, Place and Promotion • Types of suitable distribution channels according to product type • Identify a channel of distribution in your organization, and performance analysis. 			

REFERENCES

AUTHOR	TITLE	EDITION
Kotler/Amstrong	Mercadotecnia	6
Kotler	Dirección de Marketing	10
Lambain, Jean Jacques	Marketing Estratégico	