

# CURSOS DE INGENIERÍA COMERCIAL EN INGLÉS - CONCEPCIÓN

## MARKETING I

Código	Profesor	Horario	Sala	Sección
ENA323	Steve Baeza	Ma-Ju H2	AI-SA423	4

This course intends students to learn about business from a marketing view, understanding the main analytical tools used in this area and its critical decisions. Effective communication of ideas will be strength through discussion and technical argument. Additionally, it is intend that students learn through reading activities and discussions with peers to enhance their capacity of active learning.

In today's continuously evolving markets, it is critical for firms to design plans for long-term survival and growth, taking into account their specific characteristics, objectives, resources and opportunities. Strategic planning is "the managerial process by which firms attempt to develop and maintain a viable fit between their objectives, skills and resources and changing market opportunities."

## SERVICE INNOVATION MARKETING

Código	Profesor	Horario	Sala	Sección
ROBI115	Steve Baeza	Ma-Ju H3	AI-SA423	1

Service marketing is concerned with customers' needs and wants. In services, however, customers occupy a more pivotal role since they enter service systems and are active participants in service production and delivery. During this interactive process, customers form impressions about the organisation and make judgements about service quality. Various technologies and information technology in particular, may affect the development of these impressions. It is the need to manage the customer's role in production and consumption that presents one of the greatest challenges to services marketer.

Over the past decade or so, a growing awareness of the service sector's economic contribution has prompted research into new ways of managing and marketing the service firm.