

COURSE SYLLABUS MARKETING III

Economics and Business Department's Mission

Contribute to economic and social development through the generation and dissemination of advanced knowledge and the training of professionals of excellence in the field of management and economics, who are distinguished by their entrepreneurial capacity, global mindset, innovative attitude and who are capable to become protagonists in generating value and impact in organizations.

A. General Information:

1. Academic Unit	ECONOMICS AND BUSINESS DEPARTMENT					
2. Career	COMMERCIAL ENGINEERING (INGENIERÍA COMERCIA)					
3. Course code	ECM417					
4. Curriculum's location	IV Year, I Sem					
5. Credits	10					
6. Type of course	Mandatory	X	Elective		Optional	
7. Duration	Bimestrial		Semesterly	X	Annual	
8. Weekly modules	Theoretic classes	2	Practical classes	0	Workshops (Ayudantías)	1
9. Academic hours	Sessions	68	Workshops		34	
10. Prerequisites	Marketing II, Estadística II					

Perfil de Egreso of Ingeniero Comercial of Universidad del Desarrollo

The Ingeniero Comercial of the Universidad del Desarrollo is a professional who is trained in the field of administration and capable of not only understanding the evolution of the national and global economy but is also capable of successfully performing functions in management and business creation. This professional is characterized by his or her entrepreneurial capacity, leadership and teamwork, committed to the development of the country, acting with virtue in their academic and professional work, and prepared to face the commercial world.

B. Contribution to the Graduate's Profile

"Learn how to create and maintain a customer-centric enterprise."

The purpose of this course is to train students on integrated marketing strategy and its main tools, so that students become capable of leading the generation and execution of more effective tactics, measurements, and customer and consumer relationships.

The course belongs to the "Marketing" stream and builds up upon the concepts provided in "Marketing I" and "Marketing II", and "Tech & Innovation" taking pupils to deeper theoretical and practical levels, with a greater evaluative, analytic, and competitive program design emphasizing creating customer – centrality as a competitive advantage.

C. Objetivo de Aprendizaje General de la asignatura.

- Research and develop various Brand, Channel and Product marketing solutions for the demands, needs and wants of customers.
- Analyze and select the correct channel strategies, balancing revenue generation with customer satisfaction.
- Develop a roadmap to measure and achieve consumer adoption.

D. Unidades de Contenido y Objetivos de Aprendizaje:

Unidades de Contenidos	Objetivos de Aprendizaje
UNIT 1. CUSTOMER EXPERIENCE Y MARKETING RESEARCH 1. Environmental Analysis: Macro vs. micro vs. internal company situation 2. Industry analyses 3. Global vs. international vs. multinational marketing 4. Review of available technologies for managing offline and online marketing	Analyze the markets and the capacity of the companies Search and mapping the customer trip Analyze and manage the information of the primary research to know the voice of the client

<p>UNIT 2. BRAND MARKETING.</p> <ol style="list-style-type: none"> 1. Brand positioning 2. Planning and implementation of Brand Marketing 3. Growth and sustainability of brand value chain 4. Brand Management 	<p>Apply the correct Brand Marketing techniques:</p> <ul style="list-style-type: none"> brand value proposition brand identity brand value chain brand strategy
<p>UNIT 3. CHANNEL MARKETING</p> <ol style="list-style-type: none"> 1. Sales channel strategies. 2. The business vision of sales channels. Trade Marketing - Origin, evolution and trends. Objectives, functions and strategies. 3. Retail Management. Concept and types of retailers. Retail value chain. Franchise business model. Purchase planning and management. 4. Category management. Basic principles, components and benefits. Category roles and steps in the category management process. Strategies and tactical executions. 5. Merchandising. Concept, evolution, components and techniques. 6. Negotiation of relationships in B2B and B2B2C environments 	<p>Assess channels and clients to build Channel Marketing strategies and activities.</p>
<p>UNIT 4. PRODUCT MARKETING.</p> <ol style="list-style-type: none"> 1. Marketing opportunities. 2. Product design (B2C & B2B) and pricing strategy 3. Product planning and development. 4. Management and launch process of products / services. 5. Development of "roadmaps" in the launch of products and services 	<p>Build roadmaps of products and services according to the type of market and competitive analysis.</p> <p>Apply marketing techniques to determine the voice of the customer (VOC).</p>
<p>UNIT 5. MANAGEMENT OF MEASUREMENT OF MARKETING ACTIVITIES.</p> <ol style="list-style-type: none"> 1. Measurement of marketing productivity. 2. Marketing metrics. 3. Marketing and internal customer. 4. Marketing and finance metrics. 5. Return of marketing activities - Sales and investment. 6. Performance of the marketing plan. 7. Lead generation vs lead management. 	<p>Apply different methods of measuring Brand, Channel and Product activities.</p>

<p>UNIT 6. MARKET ADOPTION STRATEGY.</p> <ol style="list-style-type: none"> 1. Launch pad and understanding of the product adoption curve. 2. Adoption rate. 3. Product and service life cycle strategies. 4. Neuromarketing. 5. Value network of and organization and industry 	<p>Create customer-oriented launch strategies in modern and complex market environments.</p> <p>Create marketing metrics and continuous measurements to meet objectives.</p>
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E. Estrategias de Enseñanza

The teaching methodology is based on theoretical expositions and analyses of practical examples, encouraging participation in class. The student will analyze issues that enable the application of the acquired knowledges and will face practical situations. The given concepts will be supported by the reading of the base text as well as of supplementary articles.

1. Classroom methodology: conceptual content work with interactive student participation
2. Practical application: exercises and case development in all classes.
3. Monitoring method: weekly monitoring of the progress of the cases.

F. Estrategias de Evaluación

Formative evaluations: Includes individual controls, works and case analysis.

Formal tests: Analyze cases to develop in working groups (contest, exam).

Evaluaciones
Certamen 1
Certamen 2
Controles
Análisis de casos
Examen

Attendance Requirement: *Consenso entre profesores.*

G. Resources

MANDATORY BIBLIOGRAPHY:

1. Marketing Management. Kotler & Keller. 14th edition. Pearson.
2. Strategic Brand Management. Kevin Lane Keller. 3rd edition. Pearson.
3. Strategic Marketing. Roger Best. 4th edition. Pearson.

4. Consumer Behavior. Leon Schiffmann / Leslie Lazar Kanuk. 10th edition. Pearson.
5. Introduction to Market Research. Marcela Benassini. 2nd edition. Pearson.
6. Marketing metrics. Alejandro Domínguez. 2nd edition. ESIC
7. Digital Marketing. Dave Chffey. 5th edition. Pearson.

Further reading:

- Marketing direction. Lambin / Galluci / Sicurello. 2nd edition. McGraw Hill
- Marketing Administration. Mullins / Walker / Boyd / Larréché. 5th edition. McGraw Hill
- SEO: The Essential Keys. Aleyda Solis. 2nd edition. Anaya Multimedia.