

SYLLABUS

TITLE:	Principles of Marketing
CODE:	GME 101
CREDITS:	3 credits 45 hours contact 1 term

DESCRIPTION

The study of the market is viewed as a human activity aimed at satisfying consumer needs through a process of economic, social, cultural, psychological, and political exchange, which affects all types of organizations. According to Stanton: *"it is a total system of business activities aimed at planning, pricing, promoting, and distributing products and services that satisfy the needs of current and potential consumers."* The role of organizations and individuals as participants in that process is discussed. The course requires the active participation of students in workshops and activities to develop oral and written communication skills in English and Spanish, and by the end of the course, they can understand all the areas that comprise Marketing.

JUSTIFICATION

Marketing is a discipline applicable to all types of human activity, whether personal, managerial, business, or social in nature. It involves the exchange of products, services, and ideas between two or more parties. Marketing is an essential part of a company; without it, it is impossible to bring a product or service to the target market. Today, thanks to technologies, marketing strategies can be carried out through traditional or digital media all over the world. Marketing covers several areas that are essential to achieve the exchange between the company and the buyer of a product, service, or experience. These processes range from market research to selecting the target market, and then being able to develop the right strategies for the Marketing Mix: product price, promotion, and distribution through traditional or digital media.

It is of utmost importance that the entrepreneur, manager, or business professional understands how this exchange process can be applied to all types of organizations. Marketing is an indispensable tool for organizations to survive, grow, and succeed. In this course, we will learn how traditional and digital campaigns go hand in hand to create an experience about a product that can lead to brand recall.

COMPETENCES

The course develops in the student the following competences:

- **Critical thinking**
- **Entrepreneurship and innovation**
- **Research and exploration**
- **Communication**
- **Ethical sense and social justice**

OBJECTIVES

At the end of the course, students will be trained to:

1. Define and apply the four basic variables of traditional marketing, namely: product, price, promotion, and distribution; and of digital marketing: content, community, connection, and conversation.
2. Identify and apply the resources and instruments used within each of the variables.
3. Recognize the role of the company and the consumer in the marketing process.
4. Relate the theoretical concepts of traditional and digital marketing discussed in the classroom to current events and developments coming from the business world.
5. Pursue further studies in the field of marketing.
6. Recognize the role of ethics in all marketing activities.
7. Understand marketing as an indispensable tool for organizations to grow, transform, and succeed in the market, seeking strategies to satisfy needs.
8. Learn about market research as the fundamental basis for developing a marketing plan.
9. Recognize branding and the importance of corporate image when it comes to shaping the product and its promotion at both the traditional and digital levels.
10. Prepare a Marketing Plan integrating traditional and digital strategies.
11. Communicate correctly in English and Spanish, both orally and in writing.

CONTENT

- I. Introduction
 - A. Social Aspects of Marketing
 - B. Developing Traditional and Digital Marketing Concepts/Philosophies
 - C. Marketing Environment
 1. Microenvironment

- 2. Macroenvironment
- D. Ethical aspects of Marketing
- E. Marketing vs. Advertising and Sales
- F. Maslow's Hierarchy of Needs

II. Marketing Mix 4P'S

- A. Product
 - 1. Product types
 - 2. Brand, branding
 - 3. Packaging, slogans, typography
 - 4. New product development
 - 5. Product life cycle
- B. Price
 - 1. Objectives of the price function
 - 2. Pricing strategies
- C. Promotion
 - 1. Objectives of the promotion
 - 2. Marketing communication strategies
 - 3. Advertising
 - 4. Sales promotion
 - 5. Public relations
 - 6. Personal sales
 - 7. Direct marketing
 - 8. Promotion in traditional and digital media
- D. Distribution
 - 1. Distribution channels
 - 2. Intermediaries
 - 3. Retailers and retailers

III. Marketing Plan

- A. Creation of a Marketing Plan
- B. SWOT Analysis

IV. Markets

- A. Market Research
 - 1. Research methods
- B. Consumer Behavior
- C. Purchasing Decisions
- D. Market Segmentation, Market Research
- E. Market Research Methods

V. Market Segmentation

- A. How to Create Market Segmentation?
- B. Overall Objective
 - 1. Demographic (age, sex)
 - 2. Socio-economic (income, education)
 - 3. Geographic (country, city, town)
- C. Subjective
 - 1. Consumer personality (leader, introvert...), lifestyles (activities, interests, opinions)
- D. Subjective Objectives: advantage sought, attitudes, perceptions, or preferences of the consumer with respect to the brand, product, or service
- E. Specific Objectives: type of consumer (large, medium), type of use, loyalty, type of purchase, purchase situation, purchase location, etc.

VI. Basic Principles of Digital Marketing

- A. Community Manager, Social Media, Content Marketing, and Other Basic Terms
- B. Current Digital Marketing Statistics at the PR and Global Level
- C. Basic Principles of Social Media, Facebook, Instagram, Twitter, and Snapchat, and How They have Become a Strategic Marketing Tool

VII. Marketing Mix of Digital Marketing 4 C's

- A. Content
- B. Community
- C. Connection
- D. Conversation

VIII. Inbound and Outbound Marketing

- A. *Inbound* for Digital Marketing and *Outbound* for Traditional Marketing.

IX. International Marketing

- A. Trends
- B. Strategies

METHODOLOGY

The following strategies of the active learning methodology are recommended:

- Professor's lectures
- Discussion of articles from websites specializing on the topic
- Presentation of videos

- Interactive talks by guest speakers
- Research work in teams
- Search for examples according to the subject we are teaching in class
- Real practices in and out of the classroom
- Two written activities, one in English and one in Spanish, as well as two oral activities, one in English and one in Spanish

EVALUATION

Compositions (written work)	20%
Final project (Marketing plan)	20%
Partial works	40%
Oral presentations	<u>20%</u>
Total	100%

LEARNING ASSESSMENT

The institutional assessment rubric is applied to the core activity of the course.

BIBLIOGRAPHY

TEXT

Kotler, P., Armstrong, G. (2016) *Marketing; an Introduction* (16th ed.). Upper Saddle River: New Jersey; Pearson Education Prentice Hall, Inc.

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Andreasen, A. (2002) *Strategic Marketing for Nonprofit Organizations* (6th ed.). Prentice Hall. Inc.

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Cateora, P. (2004) *International Marketing* (12th ed.). Richard D. Irwin, Inc.

Dibb, S.; Simkin, L.; Pride, W.; Ferrel, O.C. (2006) *Marketing: Concepts and Strategies*. New York: Houghton Mifflin Co.

Heibing, R.; Cooper, S. (2003) *The Successful Marketing Plan* (3rd ed.). New York, NY:
McGraw-Hill, Inc.

ELECTRONIC RESOURCES

www.marketing-xxi.com
www.marketingdirecto.com
www.marketingland.com
www.socialmediatoday.com
www.foromarketing.com/noticias-marketing/
www.forbes.com/sales-marketing/
www.entrepreneur.com/topic/marketing
www.marketingtechnews.net/

Find more information resources related to the course topics on the library page
<http://biblioteca.sagrado.edu/>

REASONABLE ACCOMMODATION

To obtain detailed information on the process and the required documentation, you must visit the corresponding office. To guarantee equal conditions, in compliance with the ADA (1990) and the Rehabilitation Act (1973), as amended, all students who need reasonable accommodation services or special assistance must complete the process established by the Vice Presidency for Academic Affairs.

ACADEMIC HONESTY, FRAUD AND PLAGIARISM

Any student who misses the policy of honesty, fraud and plagiarism is exposed to the following sanctions: received a grade of zero in the evaluation and/ or repetition of the work in the course, grade of F (*) in the seminar: suspension or expulsion as established in the Academic Honesty Policy document (DAEE 205-001) effective August 2005.

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