

Syllabus Program

MARKETING I

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 Background

1. Academic Unit	FACULTY OF BUSINESS AND ECONOMICS					
2. Career	INGENIERÍA COMERCIAL					
3. Subject Code	ECM316 / ECM226					
4. Subject in the Curricular Grid	Semester I Year III / Semester II Year II					
5. Credits	10					
6. Type of Subject	Obligatory	X	Elective		Optional	
7. Duration	Bimonthly		Biannual	X	Annual	
8. Weekly Modules	Theoretical Classes	2	Practical Classes	0	Assistantship	1
9. Academic Sessions	Classes	68	Assistantship		34	
10. Prerequisite	Administración II / Administración – Nivel Inglés 2					

Graduate Profile 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 Exit Profile

“Build customer and consumer empathy through marketing concepts and principles.”

C. General Learning Objective Subject.

- Develop a theoretical and practical vision of the functions and applications of marketing associated with knowledge and behavior and the mindset of consumers and customers.
- Recognize key customer concepts: needs; marketplace; segmentation; target marketing; positioning; buying behavior; unique selling proposition, customer experience, CRM and funnel, amongst other things.
- Measure and validate consumer and customer markets (forecasting, research: especially primary).

D. Content Units and Learning Objectives:

Content Unit	Learning Objective
<p style="text-align: center;"><u>UNIT I: MARKETING FUNDAMENTALS</u></p> <ol style="list-style-type: none"> 1. Introducing the Marketing concept, its application, the origin and evolution over time. 2. Language of Marketing and Aim. 3. Value satisfaction. 4. Marketing landscape – holistic and trends. 5. Needs, wants and demands. 6. The Consumer vs The customer 	<p>Characterize customers and their relationship to contemporary marketing.</p>
Content Unit	Learning Objective
<p style="text-align: center;"><u>UNIT II: UNDERSTANDING THE MARKETPLACE</u></p> <ol style="list-style-type: none"> 1. Diagnose customers and the effects of the macro-environment in which the company operates (PEST and 5C Analysis). 2. Identifying customer opportunities (Canvas Model). 3. Detection of customer opportunities (competitive position, SPACE Matrix Strategic Management and SWOT matrix). 4. Understand Customer Decision Making Unit and How to influence (selling models). 	<p>Knowledge and understanding the fields of action of marketing and its relevance in different organizations (companies, institutions, and other organizations).</p>

Content Unit	Learning Objective
<p><u>UNIT III: CONSUMER BEHAVIOR AND MINDSET</u></p> <ol style="list-style-type: none"> 1. Who is the Consumer? Know and understand the elements that make up the behavior of the consumer, considering the development in the real digital environment. 2. Understand the decision-making process of consumption and description of roles, their importance in the purchase decision process. 3. Relationship and preferences for product, channel and brand. 4. ¿Who is the customer? Decision making units selling. 5. Consumer psychology: needs, persuasion, emotions, feelings, adoption, actions. 	<p>Analyze the impact of consumer behavior in the decision making of the Company.</p>
Content Unit	Learning Objective
<p><u>UNIT IV: STORYTELLING</u></p> <ol style="list-style-type: none"> 1. The value of storytelling. 2. The positioning in front of the market and competition. 3. Competitive advantage and value added. 4. Audience value proposition. 	<p>Know and apply the tools that allow to determine the way in which a company is positioned in the market.</p>
Content Unit	Learning Objective
<p><u>UNIT V: UNDERSTANDING AND PROFILING CUSTOMERS</u></p> <ol style="list-style-type: none"> 1. Mapping of Purchase Process. 2. Information Customer/DMU Capture. 3. CRM Purchase Process Setup. 4. Organization and planning of market research. 5. Measurement tools associated with customer experience (Example: NPS, Mystery Shopper, Neuromarketing). 6. Main Business Intelligence (BI) platforms. 7. Mystery shopping, interviewing, surveying, focus groups and third party research to validate customer profiles and opportunities. 	<p>Incorporate tools and methodology to conduct research that contributes to the understanding of the consumers and customers, with the objective of making good decisions for the organization.</p>

Content Unit	Learning Objective
<p><u>UNIT VI: BUILDING CUSTOMER SEGMENTS AND IDENTIFYING TARGETS</u></p> <ol style="list-style-type: none"> 1. Segmentation purpose and process. 2. Analyze and describe the criteria to define and carry out segmentation of B2C and B2B markets. 3. Understand the process of selecting target groups. 4. Apply varying segmentation methods to the same market. 5. Customer and segment forecasting/CAGR. 6. Segment by Segment Positioning Strategies: future advantage benefits. 	To use the process of segmentation and targeting to identify opportunities and developed customer empathy.
Content Unit	Learning Objective
<p><u>UNIT VII: COMMUNICATING CREATIVE NEEDS</u></p> <ol style="list-style-type: none"> 1. Creative Brief. 2. Product Pitches. 	Practice communicating creative and consumer needs.

E. Methodology

1. Lecture Methodology: Conceptual content work with interactive participation of students.
2. Practical Application: Exercises, mini workshops and case development.
3. Monitoring Method: Quizzes every fifteen days over the key subjects and / or reading of bibliographic material.

F. Evaluation

Formative Assessments: Consist of individual quizzes, presentations and case analyses.

Formal Tests: Consist of development questions that allow gathering information regarding knowledge, description and analysis (certamen, exam). Group work, with partial deliveries and final presentation.

Evaluation
Certamen 1
Certamen 2
Quizzes
Tasks
Exam

Attendance requirement: Consensus between Professors.

G. Bibliography

Obligatory:

1. MARKETING. Philip Kotler/Gary Armstrong. 14th edition. Pearson.
2. MARKETING STRATEGY. Roger J. Best. 4th edition. Pearson.
3. BEYOND BULLET POINT: USING POWERPOINT TO TELL A COMPELLING STORY THAT GETS RESULTS. Cliff Atkinson. 4th edition. Microsoft.
4. MARKETING READINGS: SEGMENTATION AND TARGETING. Sunil Gupta. Harvard Business Publishing Education. Product # 8219
5. TRADING UP: WHY CONSUMERS WANT NEW LUXURY GOODS-AND HOW COMPANIES CREATE THEM. Michael J. Silverstein & Neil Fiske.
6. DEVELOPING A SUPERIOR CREATIVE BRIEF. Kimberly A. Whitler. Harvard Business Publishing Education. Product # UV7571

Complementary:

As assigned by professor or teaching assistant.