



A) COURSE

Course Id:	Course
5922	MARKETING

Class Hours per Week	Lab hours per week	Complementary practices	Credits	Total hour course
3	0	3	6	48

B) GENERAL COURSE INFORMATION:

	EE (IEA)	ME (IM)	MME (IMA)	EME (IME)	MTE (IMT)
Level:	NA	NA	X	NA	NA
Course Type (Required/Elective)	NA	NA	ELECTIVE	NA	NA
Prerequisite Course:	NA	NA		NA	NA
CACEI Classification:	NA	NA	IA	NA	NA

C) COURSE OBJECTIVE

At the end of the course, the student will be capable of:

The student conceptualize marketing, for use in processes such as: market research, product development, pricing and distribution decisions as a basis for decision making in marketing and quality customer service, quantity and opportunities required.

D) TOPICS (CONTENTS AND METHODOLOGY)

1. GENERAL CONCEPTS OF MARKETING		6 Hours
Specific Objective:		
	1.1. The field of marketing 1.2. The global market and the marketing 1.3. Process of marketing	
Readings and other resources	Books, Articles, Further literature, Internet Links.	
Teaching Methodologies	Exhibition themes, concept analysis, problem resolution and discussion, group work and individual.	
Learning Activities		
2.- IDENTIFICATION AND SELECTION OF MARKET		10 Hours
Specific Objective:		



	1.4. Business to business 1.5. Business market 1.6. Market segmentation 1.7. Market positioning 1.8. Marketing research and market information
Readings and other resources	Books, Articles, Further literature, Internet Links.
Teaching Methodologies	Exhibition themes, concept analysis, problem resolution and discussion, group work and individual.
Learning Activities	

3. - PRODUCT		8 Hours
Specific Objective:		
	Product planning and development 1.1. Strategies product mixture 1.2. Product characteristics	
Readings and other resources	Books, Articles, Further literature, Internet Links.	
Teaching Methodologies	Exhibition themes, concept analysis, problem resolution and discussion, group work and individual.	
Learning Activities		

4.- PRICE		6 Hours
Specific Objective:		
	1.1. Determination of the price 1.2. Price allocation strategies	
Readings and other resources	Books, Articles, Further literature, Internet Links.	
Teaching Methodologies	Exhibition themes, concept analysis, problem resolution and discussion, group work and individual.	
Learning Activities		

5. - DISTRIBUTION		8 Hours
Specific Objective:		
	1.1. Distribution media 1.2. Retailing 1.3. Wholesaling	
Readings and other resources	Books, Articles, Further literature, Internet Links.	
Teaching Methodologies	Exhibition themes, concept analysis, problem resolution and discussion, group work and individual.	
Learning Activities		

6. - PROMOTION		10 Hours
Specific Objective:		
	1.4. Integrated marketing communications 1.5. Personal selling and sales management 1.6. Publicity and sales promotion 1.7. Public relationship	
Readings and other resources	Books, Articles, Further literature, Internet Links.	



Teaching Methodologies	Exhibition themes, concept analysis, problem resolution and discussion, group work and individual.
Learning Activities	

E) TEACHING AND LEARNING METHODOLOGIES

We present a topic-based on presentations, videos, images, magazines, that we are going to discuss them in class. Students prepared real cases of success according to the given topic; we are going to use current methodologies of information.

F) EVALUATION CRITERIA:

Evaluation:	Schedule	Suggested Form of Evaluation and weighing	Topics
1er. Evaluation Partial	Session 16	Exam 80% , Homework 20%	Unity 1 y 2
2º Evaluation Partial	Session 32	Exam 80% , Homework 20%	Unity 3 y 4
3er. Evaluation Partial	Session 48	Exam 80% , Homework 20%	Unity 5 y 6
Evaluation Final Ordinary		100% Average partial evaluations	
Other Activity:			
Exam Extraordinary	Week 17 of the semester in progress	100% Exam	100% Program
Exam of title	According to schedule school secretary	100% Exam	100% Program
Exam regularization	According to schedule school secretary	100% Exam	100% Program

G) BIBLIOGRAPHY AND ELECTRONIC RESOURCES

STANTON WILLIAM J. , ETZEL MICHAEL , WALKER BRUCE J. , Fundamentos del Marketing , 14ª. Edición , 2007 (Fundamentals of Marketing)

KOTLER, P. Dirección de la Mercadotecnia
 PHH, 1998. (Direction of Marketing)

BIBLIOGRAFÍA COMPLEMENTARIA.

FISHER LAURA, Mercadotecnia.
 Mc. Graw Hill, 19997. (Marketing)

KUTLER PHILIP, ARMSTRONG GARY. Mercadotecnia.
 PHH,1996. (Marketing)

BRIDGEWATER PETER. Introducción al diseño gráfico.
 Trillas, 2001. (Introduction of graphic design)

JENNINGS SIMON. Guía del diseño gráfico.
 Trillas, 2001. (Graphic design guidelines)

SOFTWARE TO USE:



Universidad Autónoma de San Luis Potosí
College of Engineering
Mechanical and Electrical Department
Analytical Program



MICROSOFT OFFICE.