



UNIVERSIDAD DE GUADALAJARA

CENTRO UNIVERSITARIO DE CIENCIAS ECONÓMICO ADMINISTRATIVAS MAESTRÍA BUSINESS ADMINISTRATION

COURSE PROGRAM

1.- SUBJECT

Marketing Management

2.- SUBJECT CODE

DO844

3. - PREREQUISITES

None

4. - SERIATION

None

5. - TRAINING AREA

Selective Especializante

6. - DEPARTAMENT

Marketing and Business Department

7. - ACADEMY

Marketing

8. - TYPE OF COURSE

Classroom

9. - TYPE OF SUBJECT

Course Workshop

10.- SCHEDULE

THEORY	PRACTICE	TOTAL
48		48

11.- CREDITS

6

12.- EDUCATION LEVEL

Master Degree

13.- PRESENTATION

The content of this course is vital for the development of labor Grandee, it allows to know the markets, their structure, needs and requirements and related goods and services. Develop strategies based on the marketing mix to generate customer satisfaction and make the company competitive.

It contains the basics, terminology and marketing strategies for the development of the marketing plan it contains adaptations and new trends in merchandise and advertising.

14.- STUDENT PROFILE

It will have the skills to develop marketing strategies for companies of goods and services; as well as institutions. Develop creative skills to propose strategies to compete with companies that are in constant evolution.

15.- OBJECTIVES OF THE COURSE

Objective:

- The student will obtain sufficient knowledge to identify markets, needs and trends to propose a marketing plan that will let you be a competitive company

Specific objectives:

- Understand the fundamental concepts of marketing
- Develop creative ability to solve problems in the area of marketing and processing innovative proposals

16.- THEMATIC CONTENTS

- I. Nature of marketing.
- II. Study marketing opportunities.
- III. Market analysis, segmentation, information systems and marketing research.
- IV. Marketing mix.
- V. Strategic planning of marketing.

17.- REFERENCES

BIBLIOGRAFÍA OBLIGATORIA:

STANTON, WILLIAM J.; ETZEL, MICHAEL J. Y WALKER, BRUCE J. (2007) FUNDAMENTOS DE MARKETING, DÉCIMOCUARTA EDICIÓN, MC GRAW HILL

BIBLIOGRAFÍA DE CONSULTA:

KOTLER, KELLER, (2012) DIRECCIÓN DE MARKETING. PEARSON EDUCATION

LAMB, CHARLES W.,; HAIR, JOSEPH F. Y MC DANIEL, CARL (2011) MARKETING. 11 ED. MÉXICO:. CENGAGE LEARNING

18.- PROFESSIONAL APPLICATION

The knowledge acquired to be developed in public and private enterprise

19.- PROFESSOR

Alma Angelina Ornelas Armas

20.- PROFESSOR PROFILE

Master in marketing, with a minimum of three years teaching experience and work experience preferably in force

21.- LEARNING PROCESS

Analytical, synthetic, deductive, inductive, explanatory, reflective, exploratory. Group practices, case studies, summary sheets, audiovisual material, specialized readings

22.- EXTRACURRICULAR ACTIVITIES

Documentary research work and field (individual and team).

23.- FORMULATION, APPROVAL AND VALIDATION

24.- EVALUATION OF LEARNING

Participation	25%
Investigations	25%
Exam	25%
Homework	25%

25.- CURRICULUM EVALUATION

26.- CURRICULUM MAP

27. - PARTICIPANTS AND DATE ON THE DEVELOPMENT PROGRAM