1. JUSTIFICACIÓN CURSO

COURSE JUSTIFICATION

Epistemological Basics
This subject is subscribed to the paradigm of the free market economy, specifically
to the concept of the exchange of valued objects between enterprises and
customers.
The exchanges and whence the subject, are conducted by the following concepts:
problem resolution process, environmental influence, information gathering for
decision making, motivation and emotion, and consumer behavior.

2. OBJETIVOS GENERALES DEL CURSO

2.1. At the end of this course, students must be able to:

2.1.1. Describe the basic marketing concepts

2.1.2. Explain the role of marketing in the enterprises or organizations

2.1.3. Comprehend the marketing mix as the company’s answer to the needs of the
market

2.1.4. Analyze the environment’s influence in the application of marketing strategies
by organizations

2.1.5. Practice in real situations the basic marketing concepts

2.1.6. Build a critic and analytic attitude towards the relation and the effect of
marketing over the diverse social groups.

3. DESCRIPCIÓN ANALÍTICA DE CONTENIDOS

3.1. CLASS GUIDE

3.2. Week No. 1 (July 18 - 22)
3.2.1. Session No. 1 Length: 1.0 hour
3.2.2. Presentation of the course.
3.2.3. Session No. 2 Length: 1.50 hours

3.3. Week No. 2 (July 25-29)

3.3.1. Session No. 3 Length: 1.50 hours
3.3.3. Session No. 4 Length: 1.0 hour
3.3.4. Workshop Chapters 1, 2 and 3.

3.4. Week No. 3 (August 1 - 5)

3.4.1. Session No. 5 Length: 1.50 hours
3.4.2. Chapter 4. The Marketing Environment.
3.4.3. Session No. 6 Length: 1.0 hour

3.5. Week No. 4 (August 8 - 12)

3.5.1. Session No. 7 Length: 1.50 hours
3.5.3. Session No. 8 Length: 1.0 hour
3.5.4. Chapter 7. Business Marketing

3.6. Week No. 5 (August 16 - 19)

3.6.1. Session No. 9 Length: 1.50 hour
3.6.3. Session No. 10 Length: 1.0 hour
3.6.4. Workshop Chapters 4, 6, 7 and 8.

3.7. Week No. 6 (August 22 - 26)

3.7.1. Session No. 11 Length: 1.50 hours
3.7.3. Session No. 12 Length: 1.0 hour

3.8. **Week No. 7 (August 29 - September 2)**

3.8.1. Session No. 13 Length: 2.0 hours
3.8.2. TEST 1
3.8.3. Session No. 14 Length: 50 minutes
3.8.4. Term paper review.

3.9. **Week No. 8 (September 5 - 9)**

3.9.1. Session No. 15 Length: 1.50 hour
3.9.3. Session No. 16 Length: 1.0 hour

3.10. **Week No. 9 (September 12 - 16)**

3.10.1. Session No. 17 Length: 1.0 hour
3.10.2. Workshop Chapters 13, 14 and 15.
3.10.3. Session No. 18 Length: 1.50 hours

3.11. **Week No. 10 (September 19 - 23)**

3.11.1. Session No. 19 Length: 1.50 hours
3.11.2. Chapter 17. Advertising and Public Relations.
3.11.3. Session No. 20 Length: 1.0 hour

3.12. **Week No. 11 (September 26 - 30)**

3.12.1. Session No. 21 Length: 1.0 hour
3.12.3. Session No. 22 Length: 1.50 hours
3.12.4. Term paper review.

3.13. **Week No. 12 (October 3 - 7)**

3.13.1. Session No. 23 Length: 2.0 hours
3.13.2. TEST 2
3.13.3. Session No. 24 Length: 50 minutes
3.13.4. Term paper review.
3.14. Week No. 13 (October 10 - 14)

3.14.1. Session No. 25 Length: 1.0 hour
3.14.3. Session No. 26 Length: 1.50 hours

3.15. Week No. 14 (October 18 - 21)

3.15.1. Session No. 27 Length: 1.0 hour
3.15.2. Workshop Chapters 19 and 20.
3.15.3. Session No. 28 Length: 1.50 hours
3.15.4. Term paper review.

3.16. Week No. 15 (October 24 - 28)

3.16.1. Session No. 29 Length: 1.50 hours
3.16.3. Session No. 30 Length: 1.0 hour
3.16.4. Final project and presentations.

3.17. Week No. 16 (October 31 - November 4)

3.17.1. Session No. 31 Length: 1.30 hours
3.17.2. Final project and presentations.
3.17.3. Session No. 32 Length: 1.30 hours
3.17.4. Final project and presentations.

4. EVALUACIÓN

4.1. EXAMS
4.2. Test 1 20% Week 7
4.3. Test 2 20% Week 12
4.4. Continuous Assessment 15% According to each teacher methodology
4.5. Final project 15% Week 16
4.6. Final Exam 30% Programmed by Admissions

5. BIBLIOGRAFIA GENERAL

5.1. REQUIRED BOOK