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| Learning Unit: Marketing | Last Update: July 2016 |
| Major: International Relations | Plan: 401 |
| Semester: 3rd | Credits: 3 |

| Week | Topic | Activities, homeworks, exams | Bibliography |
|------|---|--|--|
| 1 | Introduction of the subject | Description of the subject | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 2 | The field of marketing | Reading and marketing book summary | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 3 | The dynamic marketing environment | Investigation on chart of some business | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 4 | Global markets and marketing | Reading and marketing book summary | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 5 | Consumer markets and buying behavior | Exam 1 partial | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 6 | Business markets and buying behavior | Reading and marketing book summary | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 7 | Market segmentation, targeting, and positioning | Investigation on segments of markets | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 8 | Marketing research and market information | Reading and marketing book summary | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 9 | Product planning and development | Investigation about the mexican consumer | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 10 | Product mix strategies | Reading and marketing book summary | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 11 | Brands, packaging, and other product features | Reading and marketing book summary | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 12 | Services marketing | Reading and marketing book summary | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |



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Anexo 8.3

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| 13 | Price determination | Exam 2 partial | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 14 | Pricing strategies End of term (last week of school) | Elaboration of final work | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 15 | Channels of distribution Retailing Ordinary exam | Delivers of final work "pan of marketing" Conceptual map Ordinary exam | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 16 | Upload first opportunity grades in SIASE. | | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 17 | Counseling for second opportunity | | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 18 | Second opportunity | Extraordinary exam | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 19 | Second opportunity | Extraordinary exam | Marketing 14 ^a Ed. Michael J. Etzel, Mc Graw-Hill |
| 20 | Final grades in SIASE | Hand in grades | |

Student's tasks

Preparation of summaries, concept maps, research terms and facts about marketing, participation in weekly dynamics. The student must attend the classroom sessions and should be with positive attitude in class, demonstrating the values that are encouraged in the UANL. Evaluation will be conducted by the university's standards (values).

Two midterms and a final exam. If a student is caught copying from their peer's exam or with notes the instructor will issue an sd ('no right' to exam) score. Failure to attend the exam will cause the instructor to issue an np (did not take the exam). In case the student is absent 8 times throughout the semester an np will be issued

For each absence he will be deducted 1 point of his final grade. With a limit of 8 faults..



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| Evaluation | | | |
|-------------------------------------|-----|-----------|-----|
| Mid-term tests | (2) | 25 % c/u= | 50 |
| Individual work | | 10 % = | 10 |
| Final test | | 20% = | 20 |
| Participation | | 5% = | 5 |
| Event assistance | | 10% = | 10 |
| Values (i.e. Behaviour, attendance) | | 5% = | 5 |
| Final grade | | = | 100 |

| Bibliography | |
|----------------------------|--|
| Book: Marketing | |
| Author(S): Etzel J Michael | |
| Editorial: Mc Graw Hill | |
| Date Published: 2007 | |
| Book: Consumer Behaviour. | |
| Author: Hoyer, Macinnis | |
| Editorial: Southwestern | |
| Date Published: 2010 | |
| Isbn: 978-0-324-83427-7 | |

ccp. Secretarios Académicos
 ccp. Auxiliar Académico
 ccp. Alumno