



**Anexo 8.3**  
**Programa Condensado**



<b>Learning Unit: Marketing</b>	<b>Last Update: July 2016</b>
<b>Major: International Relations</b>	<b>Plan: 401</b>
<b>Semester: 3rd</b>	<b>Credits: 3</b>

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



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13	Price determination	Exam 2 partial	Marketing 14 <sup>a</sup> Ed. Michael J. Etzel, Mc Graw-Hill
14	Pricing strategies End of term (last week of school)	Elaboration of final work	Marketing 14 <sup>a</sup> 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 <sup>a</sup> Ed. Michael J. Etzel, Mc Graw-Hill
16	<b>Upload first opportunity grades in SIASE.</b>		Marketing 14 <sup>a</sup> Ed. Michael J. Etzel, Mc Graw-Hill
17	Counseling for second opportunity		Marketing 14 <sup>a</sup> Ed. Michael J. Etzel, Mc Graw-Hill
18	Second opportunity	Extraordinary exam	Marketing 14 <sup>a</sup> Ed. Michael J. Etzel, Mc Graw-Hill
19	Second opportunity	Extraordinary exam	Marketing 14 <sup>a</sup> 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	

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ccp. Auxiliar Académico  
ccp. Alumno