

COURSE: MARKETING I (STRATEGIC MARKETING)

SEMESTER: 4

YEAR: 2

CREDITS: 10 UDD, 6 ECTS

REQUIREMENTS: MANAGEMENT 101

Units and Content

| Units | Content |
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| Unit I: Introduction to Marketing | <ul style="list-style-type: none"> • The Concept of Marketing, Its Application, Origin, and Evolution Over Time • The Language of Marketing and Its Objectives • Differences and Importance of Needs, Wants, Demand, and Customer Satisfaction • The Concept of Value and Marketing |
| Unit II: Marketing and Strategy | <ul style="list-style-type: none"> • Marketing and the Strategic Management Process of the Company • Strategic Marketing Analysis Tools • Macroenvironment and Microenvironment Factors and Their Impact on the Definition of Marketing Strategies |
| Unit III: Market Behavior | <ul style="list-style-type: none"> • Consumer Behavior • Organizations as Buying Units • Characteristics and Specificities in the Consumer and Organizational Buying Decision Process |
| Unit IV: Market Characterization | <ul style="list-style-type: none"> • Segmentation and Selection of Target Segment(s) • Estimation and Forecasting of Demand |
| Unit V: Estimación y Pronóstico de la Demanda | <ul style="list-style-type: none"> • Principles and Brand Positioning Strategies • Perception/Positioning Maps • Brand Repositioning |