



Course Information					
Code:	<b>MKA66011</b>	Course:	<b>MARKETING CAPSTONE</b>		
Coordination Area / Program:	<b>DIRECCION DE DOBLE GRADO SIC</b>			Mode: <b>Presencial</b>	
Credits: <b>03</b>	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: <b>96</b>
	H.Teoria	48	0	48	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: <b>2024-02</b>	Start date and end of period: <b>del 19/08/2024 al 08/12/2024</b>				
Career: <b>ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA</b>					

Course Pre-requisites		
Code	Course - Credits	Career
	> 240 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
	> 160 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
	> 220 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
	> 200 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
	> 180 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ARTE Y DISEÑO EMPRESARIAL - COMUNICACIONES -

		ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GASTRONOMÍA Y GESTIÓN DE RESTAURANTES - INTERNATIONAL BUSINESS - MARKETING - MÚSICA - PSICOLOGÍA
DGB-DISTCHANNEL	DISTRIBUTION CHANNELS	PSICOLOGIA
DGB-PROM&INTGMK	PROMOTION & INTEGRATED MARKETING COMMUNICATIONS	MUSICA - ARTE Y DIS. EMP.
DGB-PRIC&PROFDM	PRICING AND PROFITABILITY DECISION MAKING	ADMINISTRACION - ADM. HOTELERA
DGA-BUSCONSSALE	BUSINESS AND CONSUMER SALES MANAGEMENT	PSICOLOGIA
DGB-MKTRESEARCH	MARKETING RESEARCH	ARTE Y DIS. EMP.
DGA-MKTMANAGEME	MARKETING MANAGEMENT	ADMINISTRACION - ADM. HOTELERA - PSICOLOGIA
FC-ART PROJINTE	PROYECTO INTEGRADOR	ARTE Y DIS. EMP.
FC-FCE PROJINTE	PROYECTO INTEGRADOR	GASTR. GEST. REST.
FC-ECO EVAECOPR	EVALUACIÓN ECONÓMICA DE PROYECTOS	ECO. NEG. INT. - ECO. Y FINANZAS
FC-ADM EVALPROY	EVALUACIÓN DE PROYECTOS	MARKETING - ADM. HOTELERA - GASTR. GEST. REST. - INTERN. BUSINESS - ADM. TURISMO - ADM. Y EMPRENDIMIENTO
FC-AD-MKT GERENMKT	GERENCIA DE MARKETING	MUSICA - ECO. NEG. INT. - ARTE Y DIS. EMP.
FC-HOT ADMOPESE	ADMINISTRACIÓN DE OPERACIONES EN SERVICIOS	GASTR. GEST. REST.
DGA-FINANCE	FINANCE	MUSICA - ARTE Y DIS. EMP. - PSICOLOGIA
FC-GAS ORGPLAEV	ORGANIZACIÓN Y PLANEACIÓN DE EVENTOS	GASTR. GEST. REST.
FC-COM INVESTCOMUN01	INVESTIGACIÓN EN COMUNICACIÓN I	COMUNICACIONES
FC-COM SEMINVCO	SEMINARIO DE INVESTIGACIÓN EN COMUNICACIÓN	COMUNICACIONES

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
WONG VITOR, CAROLINA	cwong@usil.edu.pe	L-V 9:00 A.M. -6:00 P.M.	Doble Grado

Instructors
You can check the timetables for each teacher in their INFOSIL in the <b>Classes Development Teachers</b> option <b>Teachers</b> .

Course Overview
This course provides students with the opportunity to develop and practice skills learned previously and currently at the same time their progress is evaluated. Students are expected to show their professionalism and creativity by developing their leadership skills and integrating marketing strategies

into their work. The accreditable product of the subject is a report of a project linked to marketing strategies.

At the end of this course the student will be able to:

- To describe and assess the marketplace and give a brief overview of marketing
- To evaluate developing marketing strategies and a marketing plan
- To analyze the marketing environment in the market place
- To examine the marketplace and describe consumer behavior
- To assess the business-to-business marketing and get a picture of global marketing
- To identify and discuss targeting the marketplace by segmentation, and positioning
- To discuss marketing research and describe value creation in the marketplace
- To describe product, branding, and package decisions in value creation
- To evaluate the process of developing new products and services related to the intangible product
- To analyze value capture and the strategic pricing methods in the marketplace
- To describe value delivery and discuss designing the channel and supply chain
- To evaluate the supply chain and channel management in the marketplace
- To discuss retailing and multichannel marketing and describe value communication
- To summarize integrated marketing communication in the marketplace

General Course Result	Unit Result
At the end of the course, the student proposes a marketing plan to achieve the commercial objectives of a real company, supporting with solid arguments the team posture with leadership, responsibility and ethics.	1. At the end of the unit 1, the student interprets the situation of the company and its commercial objectives, leading a consulting team that works in an organized, collaborative and ethical manner.
	2. At the end of the unit 2, the student analyzes the characteristics of the environment external and internal, as well as relevant trends, highlighting the opportunities that target segments. They are proposed in an ethical and responsible manner with the associated risks.
	3. At the end of the unit 3, the student establishes marketing strategies (mix) feasible and coherent, which will be integrated into schedules and control boards, which guide the implementation and audit in a comprehensive, structured and flexible way.

Development of activities		
<b>Unit Result 1:</b> <i>At the end of the unit 1, the student interprets the situation of the company and its commercial objectives, leading a consulting team that works in an organized, collaborative and ethical manner.</i>		
<b>Session 1:</b> <i>At the end of the session, the student identifies the problem and/or aspirations of a real company, reviewing the case and investigating in external information sources in an organized and collaborative way.</i>		Semana 1 a 2
Learning Activities	Contents	Evidence
Identify the objectives of the course, its methodology and evaluation system. Organize work teams, define the responsibilities of their members and proposes a plan activities. Recognizes the assigned company and interpret your goals and aspirations institutions for the preparation of a commercial proposal embodied in a Marketing Plan.	- Presentation of the course. - Company's presentation assigned. - Marketing Plan: Definition, objectives, scope, indicators, finances, etc.	Presentation (PPT or other support visual) of the organization of the team and management positions. Organization chart, schedule activities management functions, etc -Link to the platform cloud storage (Drive) for work in equipment.
<b>Unit Result 2:</b> <i>At the end of the unit 2, the student analyzes the characteristics of the environment external and internal, as well as relevant trends, highlighting the opportunities that target segments. They are proposed in an ethical and responsible manner with the associated risks.</i>		

<b>Session 2:</b> <i>At the end of the session, the student evaluates the characteristics of the external and internal environment, estimating the potential demand and investigating the markets/segments, in a structured, comprehensive and collaborative.</i>		Semana 3 a 5
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Analyze the external environment. Analyze the internal environment.	- External analysis: Sector, PESTEL, market (size, segments), analysis of the competition, products, channels, technology and trends, among others. - Internal analysis: organization, AMOFHIT, products and stakeholders, among others.	- Exhibition (PPT or other support visual) of the analysis of the situation. Individual feedback. - Quiz 1
<b>Session 3:</b> <i>At the end of the session, the student establishes the segments goal and positioning of the assigned brand/company, in accordance with the situational analysis and opportunities detected, in a coherent and collaborative.</i>		Semana 6 a 10
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Define the target segments. Defines strategic positioning.	- Strategic marketing: Segmentation and Positioning.	- Exhibition (PPT or other support visual) of Strategic Marketing. Individual feedback. - Quiz 2
<b>Unit Result 3:</b> <i>At the end of the unit 3, the student establishes marketing strategies (mix) feasible and coherent, which will be integrated into schedules and control boards, which guide the implementation and audit in a comprehensive, structured and flexible way.</i>		
<b>Session 4:</b> <i>At the end of the session, the student formulates strategies for feasible and coherent marketing (mix), for the correct making of strategic decisions, in a collaborative, coherent and ethical way.</i>		Semana 11 a 16
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Build a strategic proposal (mix) feasible, winning, coherent and ethics. Proposes the Strategic Plan (Product Creditable) for the assigned company, with the results of the analyzes and evaluations developed by the equipment. Design PPT or other visual support where summarizes the Plan proposal Strategic for presentation to the jury qualifier.	- Marketing Mix (4Ps-8Ps, 4Cs, 4Es). Marketing Plan Report with the components corresponding: Summary, 1- Analysis of the Situation, 2- Strategic Marketing, 3- Marketing Strategies (mix), 4- Marketing Management, 5- Marketing Finance. PPT for exposition (synthesis).	- Exhibition (PPT or other support visual) of strategic marketing. Individual feedback. - Quiz 3 - Marketing Plan Report. - PPT for exposition (synthesis). Individual feedback. - Working Excel. - Final Project

### Methodology

The course will be developed based on the following methodologies:

### Assessment System

Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.

The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.

Type Evaluation	%Weighing	Observation	Week Assessment	Rezag.
<b>Evaluación Permanente</b>	<b>60%</b>			
<b>Evaluación Continua</b>	<b>30%</b>		Semana 14	No
<b>Promedio de Prácticas</b>	<b>70%</b>			
Práctica 1	33,33%		Semana 3	No
Práctica 2	33,33%		Semana 7	No
Práctica 3	33,34%		Semana 13	No

<b>Evaluación Final</b>	<b>40%</b>	Creditable product.	Semana 16	No
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<b>Attendance Policy</b>	
<b>Total Percentage Absences Permitted</b>	30%
<p>Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).</p> <p>In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.</p>	

<b>Basic Required Reading</b>
<p>[1] Kotler, Philip (2016). <i>Marketing management</i> /. (15th ed.). Pearson,.</p> <p>[2] Kerin, Roger A. (2018). <i>Marketing</i> /. (13a ed.). McGraw-Hill,.</p> <p>[3] Iacobucci, D. (2020). <i>Dirección de marketing</i>. Cengage learning.</p> <p>[4] Sainz de Vicuña Ancín, José María (2018). <i>El plan de marketing en la práctica</i> /. (22a ed., revi. y act.). ESIC,.</p>

<b>References Supplementary</b>
<p>[1] Kotler, Philip (2006). <i>Los diez pecados capitales del marketing: indicios y soluciones</i> /. Deusto,.</p> <p>[2] Kotler, Philip (2021). <i>Marketing 5.0 : tecnología para la humanidad</i> /. ESIC Editorial,.</p> <p>[3] San Martín Gutiérrez, Sonia (2008). <i>Prácticas de marketing: ejercicios y supuestos</i> /. ESIC,.</p> <p>[4] Domínguez Doncel, Alejandro (2015). <i>Métricas de marketing / Métricas de marketing</i>. (3a ed.). ESIC,.</p> <p>[5] San Martín Gutiérrez, Sonia (2008). <i>Prácticas de marketing: ejercicios y supuestos</i> /. ESIC,.</p>

<b>Prepared by:</b>	<b>Approved by:</b>	<b>Validated by:</b>
WONG VITOR, CAROLINA /	WONG VITOR, CAROLINA	Office of Curriculum Development
Date: 04/07/2024	Date: 14/08/2024	Date: 14/08/2024