



Course Information					
Code:	MAR52019	Course:	MARKETING		
Coordination Area / Program:	FAC. CC.EE. MARKETING				Mode: Presencial
Credits: 03	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: 96
	H.Teoria	48	0	48	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: 2024-01	Start date and end of period: del 20/03/2024 al 09/07/2024				
Career: ADMINISTRACIÓN DE NEGOCIOS DIGITALES - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - CIENCIA DE DATOS - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA MECATRÓNICA - INGENIERÍA EN BIOTECNOLOGÍA - MÚSICA - NUTRICIÓN Y DIETÉTICA - PSICOLOGÍA - RELACIONES INTERNACIONALES					

Course Pre-requisites		
Code	Course - Credits	Career
	> 60 Créditos.	ADMINISTRACIÓN DE NEGOCIOS DIGITALES - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ARQUITECTURA, URBANISMO Y TERRITORIO - ARTE CULINARIO - ARTE Y DISEÑO EMPRESARIAL - CIENCIA DE DATOS - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AMBIENTAL - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA DE SOFTWARE - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA MECATRÓNICA - INGENIERÍA EN BIOTECNOLOGÍA - MÚSICA - NUTRICIÓN Y DIETÉTICA - PSICOLOGÍA - RELACIONES INTERNACIONALES
FC-AD-ADM ADMNEG	ADMINISTRACIÓN PARA LOS NEGOCIOS	MUSICA - ING AGROIND - ING SIST INFORM - GEST-INNOV-GASTRON - ECO. NEG. INT. - ARTE CULINARIO - ING. INDUSTRIAS ALIM. - ADM&FINCORP - ING-SOFT - ECONOMIA - ING. INDUSTRIAL Y C. - ARQUITECTURA - ARTE Y DIS. EMP. - RELAC. INTERNACIONALES - NUTRIC. DIETETICA - ADM. HOTELERA - CIENCIA DE DATOS - PSICOLOGIA - ING. CIVIL - ADM. Y EMPRENDIMIENTO - ING. EMPRESARIAL - ING. AMBIENTAL - ING-MECAT

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
WONG VITOR, CAROLINA	cwong@usil.edu.pe		

Instructors

You can check the timetables for each teacher in their INFOSIL in the **Classes Development Teachers** option **Teachers**.

Course Overview

Marketing, is a course that belongs to the formative area of specific studies, it has a theoretical character, it contributes to the development of the competence of Entrepreneurship by making the student identify and recognize the concepts, strategies and basic tools that allow him to understand the development of this functional area and its relevance for the entire organization. Throughout the course, the evolution of marketing over time, both in the local and global environment, consumer behavior, market segmentation and research, positioning strategies, and the analysis of the commercial mix in consumer products and services sectors are addressed, which together will allow the interpretation of daily situations in the exercise of this discipline. The creditable product of the course is the presentation of a project applying the concepts developed in it.

Professional and/or General Competencies

Career/Program	Acronym/ Name of the Competition	Proficiency Level	Expected Learnings
ADMINISTRACIÓN HOTELERA	CG4: Entrepreneurship	N2 Process business ideas with innovative potential by applying the herramientas, Modern techniques and agile methodologies, in the trade, industry or services sectors, including foreign and digital trade, that can best be implemented as business opportunities, and that at the same time adapt to the legal, economic, technological, social and environmental environment.	<ul style="list-style-type: none"> Identify business ideas with innovative potential, from the commercial, industria o services, including foreign and digital trade, taking into account the macro and micro environment. Processes the identified business ideas by applying modern techniques and agile methodologies, which can best be applied to turn them into business opportunities, which at the same time adapt to the legal, economic, technological, social and environmental environment.
ADMINISTRACIÓN Y EMPRENDIMIENTO			
ADMINISTRACIÓN Y FINANZAS CORPORATIVAS			
ARQUITECTURA, URBANISMO Y TERRITORIO			
ARTE CULINARIO			
ARTE Y DISEÑO EMPRESARIAL			
CIENCIA DE DATOS			
ECONOMÍA			
ECONOMÍA Y FINANZAS			

ECONOMÍA Y
NEGOCIOS
INTERNACIONALES

GESTIÓN E
INNOVACIÓN EN
GASTRONOMÍA

INGENIERÍA
AGROINDUSTRIAL

INGENIERÍA AMBIENTAL

INGENIERÍA CIVIL

INGENIERÍA DE
SISTEMAS DE
INFORMACIÓN

INGENIERÍA DE
SOFTWARE

INGENIERÍA
EMPRESARIAL

INGENIERÍA EN
INDUSTRIAS
ALIMENTARIAS

INGENIERÍA
INDUSTRIAL Y
COMERCIAL

INGENIERÍA
MECATRÓNICA

MÚSICA			
NUTRICIÓN Y DIETÉTICA			
PSICOLOGÍA			
RELACIONES INTERNACIONALES			

General Course Result	Unit Result
<p>At the end of the course, the student will deliver the presentation of a project applying the concepts learned with the fundamental criteria to develop a marketing plan focused on generating value for people to improve their quality of life, generating well-being in a sustainable way. All this with teamwork and ethics.</p>	<p>1. At the end of Unit 01, the student will understand the basic aspects of a competitive marketing environment aimed at creating value for consumers and also the planning of a market study for decision-making, according to the CG4 competence, generating well-being in a sustainable way.</p>
	<p>2. At the end of Unit 02 you will be able to design a quantitative market research and an analysis of the consumer's buying process to extract timely information from consumers to create segmentation and positioning marketing strategies, according to the CG4 competence, generating well-being in a sustainable way.</p>
	<p>3. At the end of Unit 03, the student will create marketing strategies using the diagnosis obtained to create an innovative product with a competitive price and strategic distribution, according to the CG4 competence, generating well-being in a sustainable way.</p>
	<p>4. At the end of Unit 04, the student will plan communication strategies based on the marketing mix at a basic level, developing innovative ideas to demonstrate the business value offer, according to the CG4 competence, generating well-being in a sustainable way.</p>

Development of activities		
<p>Unit Result 1: <i>At the end of Unit 01, the student will understand the basic aspects of a competitive marketing environment aimed at creating value for consumers and also the planning of a market study for decision-making, according to the CG4 competence, generating well-being in a sustainable way.</i></p>		
<p>Session 1: <i>At the end of session 01, the student will understand the impact of marketing on business activity as a tool for creating value for consumers by analysing the competitive environment in depth, according to the CG4 competence.</i></p>		<p>Semana 1 a 3</p>
Learning Activities	Contents	Evidence
<p>the student will be able to 1. Develop the needs matrix according to Maslow. 2. Relate needs to consumer-centric marketing. 3. Design and develop</p>	<p>1. History of marketing and the business world. 2. Creating value for consumers based on their needs and desires. 3. Analysis of the macro-environment. 4.</p>	<p>1. Selection of a broad market and identification of needs within it. 2. Elaboration of the analysis of the competitive environment to extract strengths, weaknesses,</p>

a PESTEL analysis. 4. Design and develop an analysis of the 5 competitive forces. 5. Design and develop a value chain analysis. 6. Create strategies SO, ST, WO y/o WT. All this with the lecture off the professor and the course bibliography.	Analysis of the microenvironment. 5. Company Analysis. 6. SWOT Matrix. 7. Cross SWOT Matrix..	opportunities and threats. 3. Development, selection and support of generic competitive strategies (SWOT) to be applied in a reference market. 4. Oral and/or written presentation of strategic business marketing following a marketing plan format.
Session 2: <i>At the end of session 02 you will be able to propose a market study and carry out a qualitative research according to the CG4 competence.</i>		Semana 4 a 6
Learning Activities	Contents	Evidence
1. Planning a market study aimed at extracting first-hand data from consumers. 2. Design, recording, transcription and interpretation of a focus group to a broad reference population according to the approach of a market study	1. The SIM 2. Primary and secondary sources of information. 3. Market research approach. 4. Qualitative research techniques.	1. Research plan. 2. Measurement instruments: inquiry guide and questionnaire. 3. Qualitative findings from the focus group 4. Oral and/or written presentation of strategic business marketing following a marketing plan format.
Unit Result 2: <i>At the end of Unit 02 you will be able to design a quantitative market research and an analysis of the consumer's buying process to extract timely information from consumers to create segmentation and positioning marketing strategies, according to the CG4 competence, generating well-being in a sustainable way.</i>		
Session 3: <i>At the end of session 03 you will be able to develop a research using primary and secondary sources to generate decision-making based on market information according to the CG4 competence.</i>		Semana 7 a 8
Learning Activities	Contents	Evidence
1. Design, application, tabulation and interpretation of surveys to a broad reference population according to a market study. 2. Elaboration of a purchasing process based on consumer stimuli and factors.	1. Quantitative research techniques. 2. Analysis of the consumer's buying process.	1. Quantitative findings of the surveys. 2. Development of the consumer buying process based on a need according to Maslow. 3. Oral and/or written presentation of strategic business marketing following a marketing plan format.
Session 4: <i>At the end of session 04 you will be able to plan and develop segmentation strategies to generate value for a target market based on a desired positioning according to the CG4 competition.</i>		Semana 9 a 11
Learning Activities	Contents	Evidence
1. Elaboration of a microsegmentation based on the diagnosis of the consumer and the competitive environment. 2. Design of a differentiation strategy based on first-hand information from consumers. 3. Design of a desired positioning strategy in relation to the proposed differentiation.	1. Segmentation strategy. 2. Differentiation strategy. 3. Desired positioning strategy.	1. Drafting and design of the strategic marketing of a company segmented to a target market. 2. Drafting and design of a differentiation strategy to create a desired positioning; providing the company with a competitive advantage. 3. Oral and/or written presentation of strategic business marketing following a marketing plan format.
Unit Result 3: <i>At the end of Unit 03, the student will create marketing strategies using the diagnosis obtained to create an innovative product with a competitive price and strategic distribution, according to the CG4 competence, generating well-being in a sustainable way.</i>		
Session 5: <i>At the end of session 05 you will be able to implement a product development strategy based on process and distribution innovation, according to the CG4 competency.</i>		Semana 12 a 14
Learning Activities	Contents	Evidence
1. Development of product levels taking into account innovation. 2. Design and layout of the production process of the good or service to implement innovation. 3. Application of price benchmarking to distribution channels. 4.	1. Product Strategy 2. Product innovation. 3. New Product Launches 4. Pricing Policies. 5. Pricing strategy. 6. Distribution strategy.	1. A comparative product development scheme where innovation is perceived as a before and after. 2. Pricing strategy based on benchmarking of price levels. 3. Oral and/or written presentation of strategic business marketing

Development of pricing policies. 5. Develop a distribution plan in terms of the types of channels: traditional, modern and digital.		following a marketing plan format. 4. I design a distribution plan with length and breadth.
Unit Result 4: <i>At the end of Unit 04, the student will plan communication strategies based on the marketing mix at a basic level, developing innovative ideas to demonstrate the business value offer, according to the CG4 competence, generating well-being in a sustainable way.</i>		
Session 6: <i>At the end of session 06, you will be able to design an integrated communications plan to promote the message in a way that can mitigate communicational noise, according to the CG4 competence.</i>		Semana 15 a 16
Learning Activities	Contents	Evidence
the student will be able to: 1. Develop an integrated communications plan aimed at a buyer persona considering the digital environment . All this with the lecture off the professor and the course bibliography	1. Distribution strategy. 2. Communications Strategy 3. Digital marketing in search engine. 4. Digital marketing on social media.	1. Design of a communications plan following the structure of the consumer journey. 2. Online certification. 3. Oral and/or written presentation of strategic business marketing following a marketing plan format.

Methodology
<p>The course will be developed based on the following methodologies: The course will be developed based on the following methodologies: Project-based learning development, scientific method development, research skills development and case studies. The student, using his/her previous knowledge, must analyze real situations in which he/she will make his/her own judgment and then contrast it with the learning acquired, these supervised and autonomous learning activities in a group or individual manner that will lead him/her to obtain the proposed competencies.</p> <p>The role of the teacher is to guide and promote the student's autonomous learning process through the strengthening of the use of the tools of the Virtual Platform and the development of the topics indicated in the syllabus. In this sense, the contents of the course will be landed in a group way by the students selecting an industry, a product and a reference market. In the area of permanent evaluation, previously notified reading controls may be carried out, according to the reading indicated by the teacher at the beginning of the cycle.</p> <p>Finally, all the contents of the course will be used in a final exhibition, where all the final results of the students will be placed in relation to a single reference market selected at the beginning of the course.</p>

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.
Evaluación Permanente	65%			
Promedio de Prácticas	69%			
Práctica 1	33,33%	Average participation, reading controls, and creditable project progress.	Semana 4	No
Práctica 2	33,33%	Average participation, reading controls and creditable project progress.	Semana 8	No
Práctica 3	33,34%	Average participation, reading controls, and creditable project progress.	Semana 14	No
Promedio de Tareas	31%	Average Course Assignments.	Semana 15	No
Examen Final	35%	Creditable product.	Semana 16	No

Attendance Policy	
Total Percentage Absences Permitted	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>	

Basic Required Reading
<p>[1] Kotler, P., (2021). <i>Fundamentos de marketing</i>. Pearson.</p> <p>[2] Malhotra, Naresh (2020). <i>Investigación de mercados /.</i> (6a ed.). Pearson Educación,.</p> <p>[3] Kotler, Philip, (2017). <i>Marketing /.</i> (Decimosexta edición). Pearson Educación,.</p> <p>[4] Diaz, E. (2020). <i>Plan de marketing para la corporación Pameco 2021</i>. USIL.</p> <p>[5] Falcón, C. (2017). <i>Relación entre el marketing interno, la satisfacción laboral y el compromiso organizacional en trabajadores de estaciones de servicio: caso aplicado a la empresa Gazel Perú</i>. USIL.</p>

References Supplementary
<p>[1] González-Valiente, C. (2017). <i>Rethinking the information dimension of marketing</i>. [s.n.</p> <p>[2] Goñi-Ávila, N. (2006). <i>Sistemas de información de mercadotecnia utilizadas para formular estrategias en las empresas mexicanas: un estudio exploratorio</i>. ITESM,.</p> <p>[3] Balarezo, S. (2018). <i>Estrategias de marketing digital para el aumento de las ventas, en el sector gastronómico panadería y pastelería en el distrito de La Molina</i>. USIL.</p> <p>[4] Barco, A. (2020). <i>Plan de marketing para posicionar a Villa Natura como "Healthybrand"</i>. USIL.</p> <p>[5] Bravo, I. (2022). <i>Diseño y ejecución plan de marketing para captación pasajeros Luxury Francia, Australia, china y EE.UU., segmento Leisure de los hoteles de Intursa, Perú, 2017 - 2019</i>. USIL.</p>

Prepared by:	Approved by:	Validated by:
NUÑEZ HUERTAS, JACQUELINE LISSET / PERLA CAMACHO, ULISES FIDEL /	HUAMAN DE LOS HEROS COMBE, CLAUDIO	Office of Curriculum Development
Date: 25/03/2024	Date: 26/03/2024	Date: 27/03/2024