

MBA: Marketing concentration

Course name: Market Research	Course code: MK501
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Location in the curricular map: Marketing concentration

Course description: The main subject of study of this course is the market research process, it will provide all the elements, techniques and tools for the planning and development of a research project; for preparation of the final results report, and analysis and interpretation of results.
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General learning outcomes: The participant will acquire theoretical and practical knowledge on the market research field, and he/she will apply them into the company's competitive economic development, at national and international level.
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Thematic content:

Themes and sub-themes of each unit:	Hours
1. Introduction to market research	4
1.1 Definition and classification	
1.2 The market research process	
1.3 Process definition of the market research problem and implementation development	
1.4 Implementation components	
2. Research design	12
2.1 Definition and classification	
2.2 Exploratory research	
2.2.1 Secondary data	
2.2.2 Qualitative research	
2.3 Descriptive research	
2.3.1 Survey	
2.3.2 Observation	
2.4 Cause research: Experimentation	
2.5 Measure and scales	
2.6 Questionnaire design	
2.7 Sample	

2.7.1 Sample techniques	
2.7.2 How to determine the initial and final sample size	
3. Collection	4
3.1 Field work.	
4. Preparation and data analysis	6
4.1 Data preparation	
4.2 Frequencies distribution, processing and hypothesis testing	
4.3 Variance and co-variance analysis	
4.4 Correlation and regression.	4
5. Preparation and report presentation.	4
6. International Market Research	2
7. Ethics in market research	

Learning activities:	
<ul style="list-style-type: none"> • In class activities: <ul style="list-style-type: none"> - Presentations in class by the instructor - Case discussion - Guest speakers - Presentation of end of semester projects by the students 	36
<ul style="list-style-type: none"> • Student independent activities: <ul style="list-style-type: none"> - Previous readings - Homeworks - Exercises and practices - Research projects 	60

Criteria and procedure of evaluation:
<ul style="list-style-type: none"> • Final test • Homeworks and research projects • Final research project • Participation

Bibliography

	Type	Title	Author	Editorial	Year
1	Reference	Investigación de Mercados. Un enfoque práctico.	Narres K. Malhotra	Prentice Hall	2ª Ed. 1997

2	Reference	Investigación de Mercados Contemporánea	Carl McDaniel Roger Gates	Thomson	4ª Ed. 1999
3	Reference	Investigación de mercados: un enfoque aplicado	Thomas C. Kinnear James R. Taylor	McGraw-Hill	1998
4	Reference	Investigación de mercados	William G. Zikmund	Prentice Hall	1998
5	Reference	Marketing research: methodological foundations	Gilbert A. Churchill	The Dryden Press	6ª Ed. 1995
6	Reference	La esencia de la investigación de mercados	Peter M. Chisnall	Prentice Hall	1996
7	Reference	Marketing research: a problem solving approach	Seymour Sudman Edward Blair	McGraw-Hill	1998

MBA: Marketing concentration

Course name: International Marketing	Course Code: MK502
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Location in the curricular map: Marketing concentration

<p>Course description: This course offers a general overview about policies and comercial opportunities at a global level that will help generate a good quality international marketing planning, which will be obtained based on a deep cultural, legal and world geography and multi-markets. analysis. Subject of study in this course is the international marketing logistics and the understanding of international markets management.</p>

General learning outcomes:

To create a commercial conscience toward the exterior, by means of analysis and understanding of the marketing mechanisms, taking advantage of the opportunities that the international market offers to the country's economic development. Likewise, to develop the skills to identify, select and implement strategies to promote products and services within global markets.

Thematic Content:

Themes and sub-themes of each unit:	Hours
<p>2. Policies and commercial opportunities.</p> <ol style="list-style-type: none"> 1. Foundation of international commerce. The international frame of commercial politics. Mexico's commercial policies. 2. Exchange policy 3. Financing exportation 4. Environment of the import-export market 5. Brief analysis of economic geography 6. Country's strategic analysis 7. International commerce, treaties and agreements 	<p>4</p>
<p>3. International Marketing Planning</p> <ol style="list-style-type: none"> 1. Global Marketing management 2. Competition in the global market 3. Strategic Planning 4. 5. Alternativa de entrada al mercado internacional. 6. Organization of global competition 	<p>8</p> <p>2</p>
<p>4. Cultural analysis.</p> <ol style="list-style-type: none"> 1. Culture knowledge 2. Cultural elements 3. Cultural change planning 	<p>4</p>
<p>5. Political and legal analysis</p> <ol style="list-style-type: none"> 1. Political and government system 2. Seizure, expropriation, domestic markets and other risks 3. Political vulnerability 4. Foundation for legal systems 5. Boundaries for disputes at international level 6. Legal resources in the solution of international disputes 	<p>6</p>
<p>6. Worldwide markets and geography</p>	

<ol style="list-style-type: none"> 1. Geography and global markets 2. Multinational cooperation markets 3. Global markets and multinational markets 4. Strategic implications 	6
<p>7. International market logistics</p> <ol style="list-style-type: none"> 1. Legal aspects of international commerce transactions 2. International costs, prices, estimates and buying-selling 3. Swap based complex transactions 4. International freights, transportation and insurance 5. Import-export procedure 6. Fiscal aspects of international commerce transactions 	8
<p>8. International markets administration</p> <ol style="list-style-type: none"> 1. Identifying and offer selection 2. Market selection 3. Sources of information 4. How to determine the market potential 5. Custom duties 6. International promotion 7. Exportation strategies 8. Organizing a company for an exterior market 9. Exportation consortium 10. Accounts receivables problems 11. Exportation projects development 12. International marketing future 13. Human resource training for international markets development 	

<p>Learning activities:</p> <ul style="list-style-type: none"> • In class activities: <ul style="list-style-type: none"> - Presentations in class by the instructor - Case discussion - Guest speakers - Presentation of end of semester projects by the students 	36
<ul style="list-style-type: none"> • Student independent activities: <ul style="list-style-type: none"> - Previous readings - Homeworks - Exercises and practices - Research projects 	60

<p>Criteria and procedure of evaluation:</p> <ul style="list-style-type: none"> • Final test 	
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- Homeworks and research projects
- Final research project
- Participation
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Bibliography

	Type	Title	Author	Editorial	Year
1	Reference	Fundamentos de mercadotecnia internacional	Warren J. Keegan Mark C. Green	Prentice Hall	1998
2	Reference	Introducción a la mercadotecnia internacional	Vern Terpstra	Thomson	4ª Ed. 2000
3	Reference	Basic marketing: A global managerial approach	McCarthy-Perrault	Irwin	12ª Ed. 1996
4	Reference	Marketing International	Czinkota, Michael R.	McGraw-Hill	1999
5	Reference	International marketing	Cateora, Phillip R.	McGraw-Hill	11ª Ed. 2002
6	Reference	Marketing Internacional	Juan B. García Sordo	McGraw-Hill	2001
7	Reference	Mercadotecnia internacional	Bancomext	Bancomext	1996

MBA: Marketing concentration

Course name: Advertising and Sales Promotion	Course code: MK503
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Location in the curricular map: Marketing concentration

<p>Course characteristics: This course covers the foundation and administration of marketing communications, using creative strategies and techniques in the advertising media and the advertising effects. Besides knowing and applying different sales promotion tools, the advertising campaign application, communication, advertising and promotion driven into international markets.</p>
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General learning outcomes:

The student will learn and apply the concepts, principles and tools necessary for evaluation and implementation of a successful advertising and sales promotion campaign. The student must have a solid marketing foundation, that will permit him/her to go easily from a strategic to a tactic level and viceversa. On the other hand, the student must structure and implement a marketing plan, making emphasis in the importance of investing in advertising and promotion, in an efficient resource management and the possible impact in branding development.

Thematic Content

Themes and sub-themes of each unit:	Hours
<p>1. Communication management</p> <ul style="list-style-type: none">1.1 Communication concept and theory1.2 Concept and strategy of:<ul style="list-style-type: none">1.2.1 Advertising1.2.2 Sales promotion1.2.3 Publicity.1.2.4 Public Relations1.3 Advertising management.	4
<p>2. Marketing communication foundation</p> <ul style="list-style-type: none">2.1 When, how, for whom, where and why of marketing communication2.2 The product and the consumer through market research2.3 Market segmentation and consumer groups2.4 Usefulness and analysis of the target market2.5 Marketing positioning	6
<p>3. Creative techniques and strategies</p> <ul style="list-style-type: none">3.1 The reference frame3.2 Message concepts3.3 Visual elements3.4 Graphs and designs	4
<p>4. Advertising media</p> <ul style="list-style-type: none">4.1 Media planning.4.2 Media analysis.<ul style="list-style-type: none">4.2.1 Newspaper.4.2.2 Magazines.4.2.3 Radio.4.2.4 Television.4.2.5 Direct response advertising: internet, telemarketing,	6

<p>mail.</p> <p>4.3 Advertising budget.</p> <p>5. Advertising and Sales promotion impact.</p> <p>5.1 Quantitative testing</p> <p>5.2 Qualitative testing</p> <p>5.3 Consumer behavior before advertising stimulus</p> <p>6. Sales promotion.</p> <p>6.1 Concept and utilized media</p> <p>6.2 Characteristics of each media. Advantages and disadvantages</p> <p>6.3 Importance of sales promotion target market</p> <p>6.4 Preparation of a sales promotion program</p> <p>6.5 Sales promotion budget</p> <p>7. The advertising campaign.</p> <p>7.1 The whole campaign:</p> <p>7.1.1 Creativity vs Campaigns</p> <p>7.1.2 Media objectives</p> <p>8. International marketing.</p> <p>8.1 Analysis factors of international marketing</p> <p>8.2 Culture and communication in marketing</p> <p>8.3 Campaigns adaptability</p>	<p>4</p> <p>6</p> <p>3</p> <p>3</p>
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<p>Learning activities:</p> <ul style="list-style-type: none"> • In class activities: <ul style="list-style-type: none"> - Presentations in class by the instructor - Case discussion - Guest speakers - Presentation of end of semester projects by the students • Student independent activities: <ul style="list-style-type: none"> - Previous readings - Homeworks - Exercises and practices - Research projects 	<p>36</p> <p>60</p>
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<p>Criteria and procedure of evaluation:</p> <ul style="list-style-type: none"> • Final test • Homeworks and research projects • Final research project 	
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- Participation

Bibliography

	Type	Title	Author	Editorial	Year
1	Working document	Publicidad y promoción de ventas	CETYS		2004
2	Reference	Estrategias de publicidad y promoción	Tellis, G. J.	Pearson	1ª Ed. 1988
3	Reference	Promoción. Conceptos y estrategias	John J. Burnettt	McGraw-Hill	1996
4	Reference	Fundamentos de marketing	William Stanton, Muchael J. Etzel, Bruce J. Walker	Mc Graw-Hill	11ª Ed. 2000
5	Reference	Fundamentos de Mercadotecnia	Philip Kotler Gary Armastrong	Prentice Hall	4ª Ed. 1998
6	Reference	La caída de la publicidad y el auge de las relaciones públicas	Al Ries Laura Ries	Empresa Activa	2003
7	Reference	Dirección de Marketing.	Philip Kotler	Pearson	2001
8	Newspapers	“El Asesor” “El Economista” “El Financiero”			
9	Magazines	“Advertising Ase” Adcebra” “Segmento” “NEO”			

MBA: Marketing concentration

Course name:
Sales Management

Course code:
MK504

Location in the curricular map:
Marketing concentration

Course description:

This course covers the sales management functions, such as strategic planning, programs preparation, direction, analysis, control, sales force evaluation and negotiation.

General learning outcomes:

The student will acquire the fundamental sales management tools, that will help him plan, direct and evaluate strategic programs in the subject, and to understand the role of negotiation and the process of negotiation.

Thematic Content

Themes and sub-themes of each unit:	Hours
1. Introduction to sales and sales management. 1.1 The sales management process. 1.2 Sales management.	4
2. Development of sales operation. 2.1 Personal sales. 2.2 Purchase and account management. 2.3 Territory management. 2.4 Ethics and legal themes in sales	7
3. Strategic sales planning. 3.1 Budget and planning. 3.2 Potential and sales forecasts estimates 3.3 Organization	7
4. Preparation of a sales program 4.1 Selection and staff recruitment 4.2 Training 4.3 Territory design	6
5. Motivation and control of the sales force 5.1 Sales staff motivation 5.2 Sales staff compensation 5.3 Leadership 5.4 Performance evaluation of the sales force 5.5 Control and evaluation of the sales staff	6
6. Negotiation. 6.1 The art of negotiation 6.2 Negotiation and the process of negotiation	6

		sales promotion strategy		Wesley	
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MBA: Marketing concentration

Course name: Consumer Behavior	Course Code: MK505
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Location in the curricular map: Marketing concentration

Características del curso: This course provides significant knowledge, and important consumer behavior models and techniques in its different dimensions, in an individual, group and enterprising purchase frame.
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General learning outcomes: Students will identify consumer needs and characteristics in the design of strategies that will stimulate consumer behavior pattern in the selection of products and services in a market system.
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Thematic Content

Themes and sub-themes of each unit:	Hours
9. Introduction. 1.1 Diversity within the market 1.2 Consumer research 1.3 Market segmentation	4
10. The consumer as an individual 2.1 Motivation 2.2 Personality	10

<ul style="list-style-type: none"> 2.3 Perception 2.4 Memory and learning 2.5 Attitudes 2.6 Communication and consumer behavior 	
<p>3 Consumers in their social and cultural environment.</p> <ul style="list-style-type: none"> 3.1 Reference groups and family influences 3.2 Social level and consumer behavior 3.3 The influence of culture in consumer behavior 3.4 Sub-cultures (ethnics, race, religious, age, etc) and consumer behavior 3.5 Consumer intercultural behavior: an international perspective 	12
<p>4 The consumer decision making process.</p> <ul style="list-style-type: none"> 4.1 Consumer influence and communication of innovations 4.2 Consumer decision making: purchasing process and consumer experience 4.3 Consumer learning: habits and brand loyalty 4.4 Low involvement decision making 	10

<p>Learning activities:</p> <ul style="list-style-type: none"> • In class activities: <ul style="list-style-type: none"> - Presentations in class by the instructor - Case discussion - Guest speakers - Presentation of end of semester projects by the students 	36
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<p>Criteria and procedure of evaluation:</p> <ul style="list-style-type: none"> • Final test • Homeworks and research projects • Final research project • Participation 	
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Bibliography

	Type	Title	Author	Editorial	Year
1	Reference	Comportamiento del consumidor	León G. Schffman Leslie Lazar Kanuk	Pearson Educación	7ª Ed. 2001
2	Reference	Comportamiento del consumidor	Roger D. Blackwell, Paul W. Miniard, James F. Engel	Thomson	9ª Ed. 2002
3	Reference	Comportamiento del Consumidor	Henry Assael	Thomson	6ª Ed. 1999
4	Reference	Comportamiento del Consumidor: conceptos y aplicaciones.	David Loudon Albert Della Bitta	McGraw- Hill	1996
5	Reference	Consumer Behavior	Harold W. Beckman Christopher Gibson	Kent Publishing Co.	3ª Ed. 1986
6	Reference	Comportamiento del Consumidor	Javier Alonso Rivas	ESIC	1997
7	Reference	La sociología teledirigida, Jovaani Sartori	Horno Vident	Taurus	1997
8	Reference	Comportamiento del consumidor: comprar, tener y ser.	Michael R. Solomon	Prentice Hall	3ª Ed. 1997

MBA: Marketing concentration

Course Name: Strategies for new products and services	Course Code: MK507
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Location in the curricular map:

Marketing concentration

Course Description:

This course covers the most relevant aspects in the development of strategies for new product and services, taking into consideration the market requirements, to solve inventiveness problems and strategic innovation to generate competitive quality products in the global market.

General Learning Outcomes:

Students will acquire the necessary knowledge to be able to design and evaluate strategies for the development of new products and services, with high quality and a globally competitive manufacturing profile.

Thematic Content

Themes and sub-themes of each unit:	Hours
1. Introduction	2
1.1 General concepts in the development of new products	
2. QFD as a tool to determine market requirements	6
2.1 Parameter product analysis used as a design tool	
2.2 The Quality Function Display method (QFD)	
2.3 Benchmarking.	
2.4 Actual product evaluation	
2.5 Definition of improvement guidelines	
2.6 QFD integration	
3. Inventiveness problem solving	6
3.1 TRIZ, concepts and innovation tools	
3.2 Definition of technical contradictions	
3.3 Physical contradictions	
3.4 Standards solutions	
3.5 SUH diagrams	
4. Failure Mode and Effect Analysis (FMEA) / Anticipated Failure Determination (AFD).	6
4.1 Background	
4.2 Settings	
4.3 MEA; Theory, cases	
4.4 AFD; Theory, cases	

<p>5. Intelligence for design innovation</p> <p>5.1 Design and innovation</p> <p>5.2 Introduction to intelligence systems</p> <p>5.3 Design and the application of intelligence systems</p> <p>5.4 Intelligence and product design</p> <p>5.5 Management of a competitive intelligence system</p>	6
<p>6. Six Sigma Design</p> <p>6.1 Introduction to DFSS</p> <p>6.2 Tolerance optimum design</p> <p>6.3 Optimization methods</p>	6
<p>7. Strategic innovation.</p> <p>7.1 In which new product should I invest?</p> <p>7.2 How to reach new markets</p> <p>7.3 Competitive pricing</p> <p>7.4 Patents analysis</p>	4

<p>Learning Activities:</p> <ul style="list-style-type: none"> • In class activities: <ul style="list-style-type: none"> - Presentations in class by the instructor - Case discussion - Guest speakers - Presentation of end of semester projects by the students 	36	36
<ul style="list-style-type: none"> • Student independent activities: <ul style="list-style-type: none"> - Previous readings - Homeworks - Exercises and practices - Research projects 	60	60
<p>Criteria and procedure of evaluation:</p> <ul style="list-style-type: none"> • Final test • Homeworks and research projects • Final research project • Participation 		

Bibliography

	Tipo	Title	Author	Editorial	Year
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1	Reference	Product design and development	Karl T. Ulrich and Steven D. Eppinger	McGraw-Hill	2000
2	Reference	Nuevo producto: creatividad, innovación y marketing	Alejandro Schanarch Kirberg	McGraw-Hill	3ª Ed. 2001
3	Reference	Creatividad empresarial	Jorge Abenamar Suárez Arana	Pearson	2000
4	Reference	Developing products in half the time	Preston G. Smith Donald G. Reinerstsen	Van Nostrand Reinhold	1995
5	Reference	New products management	C. Merle Crawford	Irwin	5ª Ed. 1997
6	Reference	Quality Function Deployment QFD. Integrated customer requirements into product design	Yoji Akao	Productivity Press	1988

MBA: Marketing concentration

Course Name: Service Marketing	Course Code: MK508
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Location in the curricular map: Marketing concentration

Course description: This course covers the concepts and strategies of service marketing. It makes an evaluation on the client's quality and satisfaction elements that will permit the creation of successful service enterprises.
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General learning outcomes: The students will learn specific marketing applications, with special emphasis in the Service Marketing unique issues. They will learn how to formulate, implement and evaluate an strategic program.
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Thematic Content

Themes and sub-themes of each unit:	Hours
1. Service Marketing general characteristics	10

<ul style="list-style-type: none"> 1.1 Introduction to services 1.2 Fundamental differences between goods and services <ul style="list-style-type: none"> 1.2.1 Intangible 1.2.2 Inseparable 1.2.3 Heterogeneous 1.2.4 Perishable character 1.3 The service sector <ul style="list-style-type: none"> 1.3.1 Characteristics of the more dynamic areas 1.3.2 Technological advance, demographic changes, competitiveness and service growth 1.4 The consumer process decision in service marketing 1.5 Ethics in service marketing 	
<p>2. Service Strategy</p> <ul style="list-style-type: none"> 2.1 The process of service provision <ul style="list-style-type: none"> 2.1.1 Marketing and operations. 2.1.2 How to apply efficiency models to services 2.2 Pricing of services. <ul style="list-style-type: none"> 2.2.1 Value perceptions. 2.2.2 Special considerations. 2.3 Service communication. <ul style="list-style-type: none"> 2.3.1 Fundamentals to prepare a communication strategy 2.3.2 Special problems. 2.3.3 General guidelines. 2.4 Service staff. <ul style="list-style-type: none"> 2.4.1 The importance of human resources for service companies 2.4.2 The service-profit chain 2.5 Service clients. <ul style="list-style-type: none"> 2.5.1 Managing the client participation 2.5.2 Managing consumers waiting times 2.5.3 Poor cooperative clients 2.5.4 Managing clients relations 	12
<p>3. Evaluation and improvement of services provision</p> <ul style="list-style-type: none"> 3.1 Clients satisfaction. <ul style="list-style-type: none"> 3.1.1 The importance of clients satisfaction 3.1.2 The benefits of clients satisfaction 3.1.3 How to measure clients satisfaction 3.2 The quality of services. <ul style="list-style-type: none"> 3.2.1 Quality perspective between goods and services 3.2.2 Failure gaps in the quality of services 3.2.3 How to measure the quality in services 3.2.4 Quality information systems for services 	10

<p>3.3 Services failures</p> <p>3.3.1 Critical incidents</p> <p>3.3.2 Type of failures in services</p> <p>3.3.3 Complaining clients behavior</p> <p>3.3.4 The art to rescue services</p> <p>3.4 Clients retention.</p> <p>3.4.1 What do we understand for client retention?</p> <p>3.4.2 The importance to retain a client?</p> <p>3.4.3 The advantages to retain a client.</p> <p>3.4.4 Tactics to retain a client</p> <p>3.4.5 New programs for client retention</p> <p>3.4.6 Desertion management</p> <p>4. An articulate service enterprise.</p>	4
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<p>Learning Activities:</p> <ul style="list-style-type: none"> • In class activities: <ul style="list-style-type: none"> - Presentations in class by the instructor - Case discussion - Guest speakers - Presentation of end of semester projects by the students • Student independent activities: <ul style="list-style-type: none"> - Previous readings - Homeworks - Exercises and practices - Research projects - 	36
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<p>Criteria and procedure of evaluation:</p> <ul style="list-style-type: none"> • Final test • Homeworks and research projects • Final research project • Participation
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Bibliography

	Type	Title	Author	Editorial	Year
1	Reference	Fundamentos de marketing de servicios. Conceptos,	K. Douglas Hoffman John E. G. Bateson	Thomson	2 ^a Ed. 2002

		estrategias y casos			
2	Reference	Marketing de servicios. Un enfoque de integración del cliente a la empresa	Valarie A. Zeithaml Mary Jo Bitner	McGraw-Hill	2ª Ed. 2002
3	Reference	Marketing de servicios profesionales	Manuel Schneer	Granica	1997
4	Reference	Marketing de servicios	Marcos Cobra	McGraw-Hill	2ª Ed. 2000
5	Reference	Marketing de servicios: guía de planificación para pequeñas empresas	Jean Withers Carol Vipperman	Granica	1998
6	Reference	Services marketing	Christopher H. Lovelock	Prentice Hall	3ª Ed. 1996

MBA: Marketing concentration

Course Name: Social Marketing	Course Code: MK509
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Location in the curricular map: Marketing concentration

Course description: The course is an introduction to the main concepts of social marketing, it makes an analysis of the surrounding target population and the necessary elements for the development and management of this kind of projects.

General learning outcomes: The student will learn and develop skills for the design and implementation of marketing programs within non-profit organizations at local and international level.
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Thematic Content

Themes and sub'themes of each unit:	Hours
5. Social Marketing 5.1 The nature of social campaigns oriented toward a change in public behavior 5.2 Social marketing and social change. 5.3 Social marketing research.	10
6. Social Marketing Environment. 6.1 Environment map of social marketing 6.2 Behavior analysis of target population 6.3 Promotion analysis of social products	8
7. Social marketing development programs 7.1 Social product design 7.2 Social products distribution channels 7.3 Costs implementation management 7.4 Promotion through massive communication 7.5 Promotion through selective communication 7.6 Promotion through personal communication 7.7 Service management and target population objective 7.8 Influential groups	12
	6

MBA: Marketing concentration

Course Name: Pol.itical Marketing	Course Code: MK510
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Location in the curricular map: Marketing Concentration

Course description: This course covers the main concepts and strategies of political marketing, such as: how to identify the needs of a community, profile, electoral public attitude, voting trends, management of focus and image political groups, and electoral campaigns.
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General learning outcomes: Students will learn marketing tools and methodology applied to politics and to electoral processes, and will be able to develop the skills to solve particular needs in that field.
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Thematic Content

Themes and sub-themes of each unit:	Hours
9. Electoral Marketing. 9.1 Introduction 9.2 Comparison between electoral and comercial marketing 9.3 Types of electoral marketing 9.4 The electoral product concept 9.5 Stimulus and marketing perception 9.6 Electoral profile 9.7 Market and segmentation 9.8 Focus groups 9.9 Marketing plans	5
10. Public Opinion 10.1 Public opinión concept 10.2 Measuring public opinion 10.3 Information and regulations. 10.4 Massive communication and opinions 10.5 Values, attitudes 10.6 Ideologiesand believes system 10.7 Material Interests 10.8 Social identities 10.9 Adding opinons 10.10 The voting act and the public opinión in Mexico	5

<p>11. Electoral market research</p> <ul style="list-style-type: none"> 11.1 Introduction to electoral research 11.2 Background and objectives 11.3 Data collection methodology 11.4 Analysis and interpretation methodology 11.5 Documentary study 11.6 Electoral campaigns statistic analysis 11.7 Simple historic analysis 11.8 Surveys and polls 11.9 Questionnaires design and data analysis 11.10 Electoral surveys validity and reliability 	<p>6</p>
<p>12. Image Management.</p> <ul style="list-style-type: none"> 12.1 ¿What is image? 12.2 Electoral public perception 12.3 Identification of the party's image 12.4 Identification of the candidate's image 12.5 Values and attitudes associated to the image 12.6 Candidate's image design 12.7 Public opinión impact 	<p>5</p>
<p>13. Communication and the media</p> <ul style="list-style-type: none"> 13.1 Political campaign design elements 13.2 What is necessary to communicate 13.3 The media in Mexico 13.4 Political impact in Mexico 13.5 Media plan 13.6 Costs 13.7 Financial resources allocation to different media 13.8 Media budget 13.9 The future of the media 	<p>5</p>
<p>14. Electoral policy operation.</p> <ul style="list-style-type: none"> 14.1 Huntington Model. 14.2 Electoral competition 14.3 New forms of operation and new rules for the game 14.4 Political styles and environments 14.5 Political operation 14.6 Groups of interest and pressure 14.7 Electoral operation 14.8 Polling booth by polling booth war 14.9 D Day. 	<p>5</p>

3	Reference	Politics and communication	Gosselin Gauthier J. Mouchon (Comps.)	Gedisa	1998
4	Reference	Public Opinion, Communication and Politics	C. Monzón (Eds.)	Tecnos, S.A.	1998
5	Reference	Political Marketing and Communication	Rafael Reyes Arce Lourdes Munich	Limusa	2002
6	Reference	Democracy and Political Communication	Guido Lara Adriana Arizpe (compiladores)	Cal y Arena	1998
7	Reference	Public Opinion and Political Communication	Oscar Ochoa González	McGraw- Hill	1ª Ed. 2000
8	Reference	Electoral Marketing and the image of the current government	Carlos Fernández Collado Roberto Hernández Sampieri	McGraw- Hill	1ª Ed. 2000
9	Reference	Political Decisions. Going from planning to action.	Tomás Miklos (coordinador)	Siglo XXI IFE	2001

Course Name: e-Business	Course Code: SI501
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Location in the curricular map : Technology Management Concentration
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Course Description: This course develops the basics aspects of e-business and the main elements for technology infrastructure, marketing and adequate security. The student will be able to do a business plan via the web.

General learning outcomes: The student acquires the basic knowledge and the necessary skills to understand and get involved int the e-business field.

Thematic Content

Theme and sub-themes of each unit:	Hours
1. Basic Concepts 1.1 Definition 1.2 Characteristics 1.3 Given conditions to develop an e-business 1.4 The role of the www 1.5 The chain value on e-business 1.6 Why the web is good for doing business?	2
2. Technological infrastructure 2.1 Webs 2.2 Internet protocols. 2.3 Internet utilitarian programs 2.4 Internet applications 2.5 Lenguages for the web 2.6 Clients and "Web" servers 2.7 "Internet", "intranets" y "extranet". 2.8 Hardware, and software web requirements 2.9 Connections options to Internet	4
3. Software and hardware for Electronic Commerce 3.1 Performance evaluation of the web servers (hardware) 3.2 Web servers desirable characteristics 3.3 Web servers (software). 3.4 Web servers, tools and architecture	6

<ul style="list-style-type: none"> 3.5 Software basic elements of electronic commerce. 3.6 Electronic commerce, host services. 3.7 Basic, médium and large size packages for electronic commerce 3.8 Business solutions for electronic commerce: CRM, SCM y CMS. 	4
<p>4. Presence in the Web and access models.</p> <ul style="list-style-type: none"> 4.1 Access models used for sales via Web 4.2 The catalogue model in the Web. 4.3 Creation of an effective appearance in the Web 4.4 How to establish communication with clients 	6
<p>5. Marketing in the Web.</p> <ul style="list-style-type: none"> 5.1 Marketing strategies in the Web. 5.2 Communiation with different market segments 5.3 Market segmentation 5.4 Client behavior and grade of intensity of this relationship 5.5 Advertising in the Web. 5.6 Marketing through e-mail 5.7 Management of the relationship with the clients 5.8 Creation and maintenance of a brand in the Web 5.9 Actual standing of the search engines 5.10 Names for domains. 	4
<p>6. Security threats for electrónic commerce and protection strategies</p> <ul style="list-style-type: none"> 6.1 Security systems for electronic commerce 6.2 Threats for copyright property 6.3 Risks on computers and servers 6.4 Threats to electronic trade 6.5 Protection mechanisms to copyright property 6.6 Protection mechanisms for computers and servers 	4
<p>7. Electronic payment systems.</p> <ul style="list-style-type: none"> 7.1 Types of electronic payments 7.2 ATM cards, electronic bills, electronic portfolios, storage value cards 7.3 Implementation of payment systems 7.4 Protection protocols for credit card transactions, SET 7.5 Confidentiality, integrity and legitimacy 	6
<p>8. Electronic trade planning.</p> <ul style="list-style-type: none"> 8.1 Planning of an electronic commerce project 8.2 Development strategies for web sites 8.3 Implementations management for electronic commerce 	6

Programa de curso

Nombre de la asignatura: Seminario en Mercadotecnia	Clave de la materia: MK511
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Ubicación en el mapa curricular: Concentración en Mercadotecnia

Características del curso: El curso fortalece los conceptos y técnicas modernas de mercadotecnia, partiendo desde los sistemas de información, mezcla de mercadotecnia, comunicación integral de mercadotecnia y mercadotecnia estratégica, aplicando los conocimientos a la toma de decisiones y casos integradores de mercadotecnia.
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Objetivos generales de aprendizaje: Que el alumno desarrolle sus habilidades y capacidades de mercadotecnia, aplicando conceptos y técnicas modernas para lograr una posición de liderazgo en el mercado y un mejor rendimiento de la inversión en comunicación de mercadotécnica.
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Contenido Temático

Temas y subtemas de cada unidad:	Horas
1. Entorno de la mercadotecnia en México.	2
2. Sistemas de información de mercadotecnia. 2.1 Fundamentos de los sistemas de información de mercadotecnia. 2.2 Sistemas de información de mercadotecnia y ventaja competitiva. 2.3 Recursos de informática para sistemas de información en mercadotecnia. 2.4 Sistemas de apoyo a las decisiones e inteligencia artificial en mercadotecnia. 2.5 Creación de un sistema de información de mercadotecnia.	8
3. La mezcla de mercadotecnia. 3.1 La mezcla de mercadotecnia como concepto operativo central de la mercadotecnia. 3.2 Elementos de la mezcla mercadotecnia: producto, precio, plaza, promoción y cliente. 3.3 Tipos de mezcla: 3.3.1 Con énfasis de producto. 3.3.2 Con énfasis de precio. 3.3.3 Con énfasis de plaza. 3.3.4 Con énfasis de promoción y cliente.	8
4. Comunicación integral de mercadotecnia. 4.1 Conceptos principales. 4.2 Modelos. 4.3 Estrategias y tácticas. 4.4 Objetivos, recursos y control. 4.5 Análisis y planeación. 4.6 Integración del Sistema de comunicación en mercadotecnia. 4.7 Panorama general del e-Marketing	10

