



Guía para el profesor

Mercadotecnia Estratégica
LSMT1812



Índice

Información general del curso	1
Metodología	1
Evaluación.....	2
Bibliografía.....	3
Tips.....	4
Temario.....	4
Notas de enseñanza	5

Información general del curso

Competencia del curso

To design marketing strategies that include product, price, promotion and distribution decisions, based on a situational and market analysis, generating value for the consumer and improvements in the competitive position of the organization.



Metodología

1. Course features

- a. The course is taught with the didactic technique of **flipped classroom**.
- b. The course is designed to develop a competence.
- c. Contents are divided into three modules.
- d. Each module includes five topics.
- e. The course is constituted by:
 - ✓ 12 activities
 - ✓ 2 partial exams





Evaluación

Unidades	Instrumento evaluador	Porcentaje
12	Actividades	72
1	Primer examen parcial	14
1	Segundo examen parcial	14
		<i>Total</i> 100 puntos

Bibliografía

Libro de texto

- ➔ Lamb, C., Hair, J., and McDaniel, C. (2023). *Marketing con aplicaciones para América Latina* (2nd ed.). México: Cengage.





Tips

Temario

Topic 1	Understanding marketing
Topic 2	Analysis of marketing opportunities. Understanding the consumer
Topic 3	Business marketing
Topic 4	Market segmentation
Topic 5	Market research
Topic 6	Empathizing with the target market
Topic 7	Positioning
Topic 8	Product decisions
Topic 9	Product development and administration
Topic 10	Pricing decisions
Topic 11	Promotional strategies: the communication message
Topic 12	Digital and traditional promotion and advertising
Topic 13	Distribution decisions
Topic 14	Customer relationship management
Topic 15	Marketing and social media



Notas de enseñanza

Tema 1 Understanding marketing

Notas para la enseñanza del tema:

Regarding the activity:

- It is suggested to form teams of four students, so that they can complement their contributions.
- It is important that the student understands the importance of the marketing mix activities and the value that they provide for each of them.
- At the end of the activity, it is advisable to close in such a way as to guarantee that the relationship between the elements of the marketing mix and its strategic nature is understood. This can be done in the classroom, through a discussion forum.

Tema 2 Analysis of marketing opportunities. Understanding the consumer

Notas para la enseñanza del tema:

With respect to the topic:

- It is very important that the student understands the change that the consumer had in their consumption habits after COVID and what companies had to do to adapt to these new challenges.

Regarding the activity:

- Make sure that the activity is done individually and that the sources that each student uses are reliable, but above all that they do not just download from the Internet and paste, they are invited to do an analysis of the suggested publications.

Tema 3 Business marketing

Notas para la enseñanza del tema:

- It is important to connect business marketing with the internet and the new trends that exist around this business model.

Regarding the activity:

- It is important that the student researches the brand of Huggies diapers and everything that exists around the topic in order to develop this activity clearly.

Tema 4 Market segmentation

Notas para la enseñanza del tema:

- The topic is very broad, especially because the CRM part is attached to it as a digital tool for segmentation. It is important that the most important thing be highlighted and developed with the proposed topics.

About the activity:

- It is important that the teacher advises the student on how to use the Claritas website so that the mappings are as accurate as possible, and the activity can be carried out.

Tema 5 Market research

Notas para la enseñanza del tema:

- This topic addresses the topic of Neuromarketing, which is why it is suggested that the teacher investigate the topic in depth and associate it with the topic of market research and the ease that it entails for research.

Tema 7 Positioning

Notas para la enseñanza del tema:

- Make sure that the topic is clear, so that when carrying out the activity they can do it correctly.

About the activity:

- It is recommended that team members be a maximum of 4 people.

Tema 8 Product decisions

Notas para la enseñanza del tema:

- Students must understand the topic of branding and the different types of products that exist, it is recommended to give examples

About the activity:

- It is recommended to previously investigate the topic of Hydrox cookies to support students in their activity. If any of the students have knowledge of the topic, it will be easier for them to share it with their classmates.

Tema 9 Product development and administration

Notas para la enseñanza del tema:

- Make sure that the student is clear about the product life cycle and the importance that the creation of new products has for companies.

About the activity:

- Ensure that the student clearly and correctly investigates the competition they have, the brands that have similar products and gives added value to the newly created product.

Tema 10 Pricing decisions

Notas para la enseñanza del tema:

- The student must be clear about the function of price in the marketing mix.
- Examples about inflation should be given so that the topic is clear.

Tema 11 Promotion strategies: the communication message

Notas para la enseñanza del tema:

- Make sure that the student distinguishes between advertising, promotion and propaganda, if it is necessary to clearly exemplify the 3 concepts, this will allow them to correctly develop the activity
- The importance of promotion planning as a competitive advantage for companies should be emphasized.

Tema 12 Traditional and digital promotion and advertising

Notas para la enseñanza del tema:

- The student must be clear about the objectives of the promotion and must already be clear about the difference with the other concepts: advertising and propaganda.
- It should be emphasized that both promotion and advertising have different techniques and have different objectives.
- Emphasize the importance of the digital part, especially saving money.

About the activity:

- It is recommended that teams do not have more than 4 students.

Tema 13 Distribution decisions**Notas para la enseñanza del tema:**

- Give students examples of the different tools that distribution uses to get its products to the point of sale.

Tema 14 Customer Relationship Management**Notas para la enseñanza del tema:**

- Make sure the student understands what a CRM is and the importance and functions within companies.
- If you know how a CRM system works, use it as an example so they can see how it is handled.

About the activity:

- Ensure that students know how to carry out a mailing campaign and the advantages generated by its application

Tema 15 Marketing and social media**Notas para la enseñanza del tema:**

- Make sure to explain in detail everything about social media
- Emphasize that when a company decides to do social media, it uses various strategies and the importance of their management.