



Universidad de
La Sabana

SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

SUBJECT NAME AND CODE: Marketing Management (81130)
PROGRAM: Bachelor of International Marketing & Logistics Administration (BIMLA)
Bachelor of Business Administration (BBA)
LEVEL OF STUDY: Undergraduate Program

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2016-2		
ACADEMIC AREA	Marketing		
SEMESTER	Eighth		
SUBJECT TYPE	Mandatory		
CREDIT POINTS	3		
CLASSROOM HOURS PER WEEK	3		
PRE-REQUISITES	Marketing Foundations & English level VII		
LANGUAGE	English		
INTERNATIONAL CONTENT	<ul style="list-style-type: none">• Reading materials include international journal articles• Reading materials in English• Research tasks on intercultural contexts• Development of projects that integrate national and international students, or collaborative projects, as well as on-site or online teamwork• Foreign speakers or professors visiting the classroom or participating online• International cases are used and compared against national reality• International bibliography is used		
COURSE DETAILS			
COURSE DESCRIPTION	To understand the elements of marketing management, and to be able to apply this knowledge in any kind of organization, keeping the relationship between the different areas of the company throughout the analysis of customer needs satisfaction. To understand the marketing function (attitude, thinking and action) that develops along the organization and its interrelationship within the other business processes (strategy planning). To understand how the macro-environment and micro-environment affects marketing.		
COMPETENCES DEVELOPED	Competence	Emphasis	Intended Learning

			Outcome (ILO)*
	Predict, understand and contribute to the formulation of problems related to the marketing strategy and management of any organization to gain and maintain the competitive advantage.	Knowledge	ILO01, ILO03 BIMLA ILO07
	Apply marketing plans and concepts to define a strategic positioning that involves all its variables, combined with ethics and social responsibility, as well as consumer perception and value.	Context	ILO02 ILO04 BBA ILO 06 BBA ILO 07 BIMLA ILO06
<p>* Intended Learning Outcome</p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BBA ILO06: Entrepreneurship & Innovation: Apply and improve, with entrepreneurship spirit and creative thinking, management processes for established companies or student start-ups.</p> <p>BBA ILO07: Communication: Communicate effectively in written and spoken manner in Spanish and English.</p> <p>BIMLA ILO06: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO07: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains</p>			
COURSE CONTENTS	MODULE 1: INTRODUCTION TO MARKETING RESEARCH (MR) MODULE 2: PROCESS OF MR MODULE 3: DESIGN OF MR MODULE 4: STATISTICAL ANALYSIS BASES MODULE 5: PRESENTATION RESULTS		
METHODOLOGY	Lecture Case Study		

	<p>Theoretical classes Participative classes :Small Groups Discussion and Course Discussions Workshops Practical Exercises Written tests, essays, presentations and integral projects</p>
<p>ASSESSMENT</p>	<ul style="list-style-type: none"> • Oral presentations. The teacher will select the relevant topic or piece of news to provide guidelines for the presentation. • Written midterm exam: The teacher may include, in the assessment process methods such as problem-based analysis and case method. • Oral midterm exam: The teacher may include, in the assessment process methods such as collaborative learning, problem-based analysis, and case method. • Essays: The teacher will select the topic or relevant piece of news to provide guidelines for writing an essay. • Workshops: The teacher may include in its execution methods such as collaborative learning, problem-based analysis, case method, plus quantitative and qualitative surveys and questionnaires with open or closed questions. • Reading comprehension tests & quizzes.