



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE: Introduction to Marketing and Logistics (1472101)**

**PROGRAM:**

**Bachelor of International Marketing & Logistics Administration (BIMLA)**

**LEVEL OF STUDY: Undergraduate Programme**

<b>GENERAL ACADEMIC INFORMATION</b>			
<b>LATEST UPDATE</b>	2020-2		
<b>ACADEMIC DEPARTMENT</b>	Marketing		
<b>SUBJECT TYPE</b>	Mandatory		
<b>LANGUAGE</b>	Spanish		
<b>SEMESTER</b>	Programme	Semester	
	BIMLA	1	
<b>NUMBER OF ACADEMIC CREDITS</b>	2		

<b>HOURS OF ACADEMIC WORK</b>	32	<b>CONTACT HOURS</b>	10	<b>HOURS OF INDEPENDENT/AUTONOMOUS WORK</b>	15	
<b>LEARNING PREREQUISITES</b>	<ul style="list-style-type: none"> <li>N/A</li> </ul>					
<b>INTERNATIONAL COMPONENT</b>	<ul style="list-style-type: none"> <li>National and international standards, policies, regulations and mores related to the professional field.</li> <li>Vocabulary and technical language to communicate in different cultural contexts.</li> <li>Research and/or projects with international and intercultural components.</li> </ul>					
<b>SUSTAINABLE DEVELOPMENT GOALS (SDG)</b>	SDG: 4. Quality Education					
<b>COURSE DETAILS</b>						
<b>COURSE DESCRIPTION</b>	Make a complete introduction to the Marketing and Logistics areas in businesses as strategic departments which create value for clients. Socialize key concepts inside Marketing and Logistics areas in current world businesses.					
<b>KEY WORDS:</b>	Logistics, Marketing, Globalization					
<b>COMPETENCES DEVELOPED</b>	<b>EICEA ILOS or Programme ILOS</b>	<b>Course ILOS</b>	<b>Type</b>	<b>Content</b>	<b>Teaching and Learning strategy</b>	<b>Assessment Method</b>
	ILO BIMLA 8	<b>Know</b> and apply the different concepts regarding the introduction of Marketing and Logistics	Skill	MODULE 1 The business -Business sectors	Theoretical Class	Formative Assessment

		<b>Identify</b> the strategies which managers implement to achieve organizational efficiency and efficacy, with group analysis of business cases.	Skill	<ul style="list-style-type: none"> <li>-Business Objectives</li> <li>-Types of businesses</li> </ul> <p>The concepts of logistics and marketing</p> <ul style="list-style-type: none"> <li>-3Ms of marketing, market and brand</li> </ul> <p>MODLUE 2</p> <p>The exchange concept</p> <ul style="list-style-type: none"> <li>-Exchange in the supply chain of raw materials, and necessary elements for production.</li> <li>-Exchange in the commercialization of business products.</li> <li>-Exchanges in current society.</li> </ul> <p>MODULE 3</p> <p>Personal and corporate values towards logistics and marketing management</p> <ul style="list-style-type: none"> <li>-Business ethics</li> <li>-Corporate Responsibility</li> <li>-Social Responsibility</li> <li>-Structure of marketing in a company</li> <li>-Structure of logistics in a company.</li> </ul>	Discovery Based Learning	Formative and Summative Assessment
	ILO 01	<b>Know</b> and relate the marketing and logistics concepts to today's businesses.	Knowledge	<p>MODULE 4</p> <p>Globalization</p> <ul style="list-style-type: none"> <li>-World market opening</li> <li>-Risks and opportunities</li> <li>-Changes and world trends</li> <li>-Multinational companies</li> <li>-Business orientations (production, product, sales, marketing)</li> </ul> <p>MODLUE 5</p> <p>Logistic functions</p> <ul style="list-style-type: none"> <li>-Functions related to suppliers</li> <li>-Raw material management</li> <li>-FIFO-LIFO</li> <li>-Products in the making management</li> </ul>	Collaborative Based Learning	Formative and Summative Assessment

				<ul style="list-style-type: none"> <li>-Finished product management</li> <li>-Storage</li> <li>-National transportation</li> <li>-International transportation</li> <li>-Forwarding</li> <li>-Colombian Application SIA</li> <li>-Customs, free zone</li> </ul> <p>MODULE 6</p> <p>Marketing functions</p> <ul style="list-style-type: none"> <li>-Micro and macro environment analysis</li> <li>• General environment analysis</li> <li>• Specific environment analysis</li> <li>-Basic characteristics: <ul style="list-style-type: none"> <li>•Stability •Complexity</li> <li>•Diversity •Hostility</li> </ul> </li> <li>-Dimensions of the general environment <ul style="list-style-type: none"> <li>•Sociocultural dimension</li> <li>•Economic dimension</li> <li>•Scientific and technological dimension</li> <li>•Political/legal dimension</li> </ul> </li> <li>-Specific environment <ul style="list-style-type: none"> <li>•Concentration degree</li> <li>•Dimension and importance</li> <li>•Maturity degree of the industry</li> <li>•Basic competitive forces: <ol style="list-style-type: none"> <li>1. Rivalry between established competitors</li> <li>2. possibility of new competitors entering</li> <li>3. Substitute products threat</li> <li>4. Bargaining power of buyers</li> <li>5. Bargaining power of suppliers</li> </ol> </li> </ul> </li> </ul> <p>SWOT Matrix</p> <p>MODULE 6</p>		
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				<p>Marketing functions</p> <ul style="list-style-type: none"> <li>-Macro and microenvironment analysis</li> <li>- Market research functions</li> <li>-Productions related functions</li> <li>-Financial related functions</li> <li>-Client related functions</li> <li>-Supplier related functions</li> <li>-Human Resources related functions</li> </ul> <p>MODULE 7</p> <p>Mixing of logistics and marketing (8P's)</p> <ul style="list-style-type: none"> <li>-Product: creation of products. Creation of services. Brand development</li> <li>-Price: importance of price, types of prices, price selection</li> <li>-Place</li> <li>-Promotion: types of promotions, publicity, promotion and publicity management</li> <li>-Partners: logistical and marketing allies</li> <li>-Processes: process identity and their value. Logistical processes. Marketing processes.</li> <li>-People: Identity of logistics and marketing personnel. Relations with other areas in the company.</li> <li>-Presence: the importance of brand presence in the market. Guarantee presence through successful marketing and logistics strategies.</li> </ul> <p>EXAM</p> <p>MODULE 8</p> <p>How to determine the optimal commercial model criteria to plan a distribution network and the points of sale.</p> <ul style="list-style-type: none"> <li>•Product</li> <li>•Volume</li> <li>•Quality</li> </ul>		
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				<ul style="list-style-type: none"> <li>•Geography</li> <li>•Competition</li> </ul>		
BIMLA ILO07 BIMLA ILO09	<b>Distinguish</b> the different strategies and methods to have a better budget usage.	Skill	<p>MODULE 9</p> <p>Divergence between logistics and marketing areas inside a company</p> <ul style="list-style-type: none"> <li>-Island departments. Marketing value chain.</li> <li>Logistics value chain.</li> </ul> <p>Convergence between logistics and marketing areas</p> <ul style="list-style-type: none"> <li>-Product distribution as a logistics function</li> <li>-Product distribution as a marketing function</li> <li>-Flow of products from supply of raw materials until the commercialization of products in points of sale.</li> </ul> <p>MODULE 10</p> <p>Analysis tools of logistics and marketing</p> <ul style="list-style-type: none"> <li>-Indexes and indicators</li> <li>-Marketing and Logistics analysis (KPIs)</li> <li>-Market share</li> <li>-P&amp;G of Marketing</li> <li>-Active inventory (as a KPI of Marketing and Logistics)</li> <li>-Numerical distribution</li> <li>-Weighted distribution</li> <li>-Numerical out of stock products</li> <li>-Weighted out of stock products</li> <li>-Demand planning/forecasting (impact of forecasting on the business)</li> </ul>	Discovery Based Learning	Formative Assessment	
	<b>Appropriate</b> the development of skills for public speaking about basic marketing and logistics aspects, present an idea with clarity and the necessary formality in a peer auditory.	Skill		Discovery Based Learning	Formative Assessment	
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>BIMLA ILO07: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO08: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p>						

	BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.
<b>BIBLIOGRAPHY</b>	<b>Basic Readings:</b> <ul style="list-style-type: none"><li>• Chopra Sunil, Meindl Peter. Administracion De La Cadena De Suministro Estrategia Planeacion Y Operación. Tercera Edicion. Pearson 2008.</li><li>• Kotler Philip, Amstrong Gary.</li><li>• Marketing Version Latinoamerica Pearson Mexico 2007.</li><li>• Fred David La Gerencia Estrategica, Legis Corporacion Universitaria Tecnologica De Bolivar, Gestion Efectiva De Materiales, Biblioteca Central Universidad De La Sabana 658.7c268g</li></ul>