

**SUBJECT SYLLABUS
ACADEMIC OVERVIEW
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

COURSE NAME AND CODE: Marketing Management System (962402)

PROGRAM: Bachelor of Administration & Service (BA&S)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Marketing				
SUBJECT TYPE	Mandatory				
LANGUAGE	Spanish				
SEMESTER	Programme	Semester			
	BA&S	4			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	176	CONTACT HOURS	80	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96
LEARNING PREREQUISITES	N/A				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none">National and international standards, policies, regulations and mores related to the professional field.Vocabulary and technical language to communicate in different cultural contexts.Research and/or projects with international and intercultural components.				
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education				

COURSE DETAILS						
COURSE DESCRIPTION	Know, understand, analyse and apply Service Marketing strategies, in a context of the reality of a Colombian company in the services sector, in an innovative and global frame of reference.					
KEY WORDS:	Administration, Management, Marketing.					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO 06	Knows , understands and applies to real life cases, the elements of Service Marketing.	Knowledge	Introduction to service marketing. Trends and meaning <ul style="list-style-type: none"> • New meaning of marketing and its relationship with services • Marketing process Basic guidelines of the marketing strategy. Market analysis matrices. <ul style="list-style-type: none"> • Marketing mission, objectives and goals • Design of the service portfolio • Marketing strategy Marketing mix of services, features and methods <ul style="list-style-type: none"> • Marketing mix of products • Marketing mix of the service 	Theoretical Class	Formative Assessment
		Understands current Marketing trends and models and their future prospects	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
		Understands the interrelationships, similarities and differences between Product Marketing and Service Marketing.	Skill		Discovery Based Learning	Formative Assessment Summative Assessment
	ILO 01	Knows the contributions of the industrial revolution, the military organization, the	Knowledge	Factors of the Macroeconomic, Cultural, Technological and Socio-political and Competition environment. Its impact on the market and consumer behaviour. <ul style="list-style-type: none"> • Analysis of the micro-environment and macro-environment 	Theoretical Class	Formative Assessment

		Catholic Church and liberal economists in the development of the administration		<ul style="list-style-type: none"> • Competitors, suppliers • Technological, framework-economic, cultural, socio-political • Impact on markets. 		
	ILO 02 ILO 06 BIMLA ILO 07 BIMLA ILO 08	Knows , understand and apply to real life cases, the elements of Service Marketing.	Knowledge	SIMs and market research in the context of consumer and service user markets <ul style="list-style-type: none"> • Internal market information • Market intelligence information • Uses and Impact of the information in the marketing plan Market research methodologies to design user profiles, from the service sector <ul style="list-style-type: none"> • Characteristics of the consumer services • Psychosocial and cultural variables of knowledge of consumer services • Research methods of consumer services • Service consumer research strategies 	Theoretical Class	Formative Assessment
		Investigates and segments the service consumer. Ability to understand and analyse SIM information.	Skill		Discovery Based Learning	Formative Assessment
		Understands the needs and expectations of customers, creating value to all their experiences, and integrating the entire human value chain in the marketing of services.	Skill		Discovery Based Learning	Summative Assessment
	ILO 02 ILO 06	Proposes an innovative project and formulate service marketing strategies for a	Skill	Integrated communication strategies and marketing promotions to build value relationships. <ul style="list-style-type: none"> • Communication strategies and channels 	Theoretical Class	Formative Assessment Summative Assessment

		global environment.		<ul style="list-style-type: none"> • Communication networks • Relations of value management 		
	<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO 02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO 06: Principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BIMLA ILO 07: Apply technical skills in marketing and logistics: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO 08: Understanding marketing tendencies in value chains: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p>					
BIBLIOGRAPHY	<ul style="list-style-type: none"> • Kotler & Armstrong(2014) Principles of Marketing, Prentice Hall. 15th. Edition. • Lovelock C. and Wirtz J.(2014) Service Marketing: People, Technology, Strategy. 7th. Edition in Amazon. • Complementary readings: • Zeithalm, Bitner,Gremler (2009) Marketing de Servicios. Editorial Mc Graw Hill. • Casos, estudios y publicaciones recientes, en las bases de datos especializadas de la Universidad de La Sabana: • Consulta en Ebsco, Goggle Academics, Benchmark, Isis y Euromonitor <p>Papers en:</p> <ul style="list-style-type: none"> • Journal of Marketing, Journal of Business Research, International Journal of Hospitality Management, International Journal of Research in Marketing, Journal of Marketing Research, Journal of Service Marketing. • Revistas de texto : Harvard Business , Dinero, Gestión, Gerentes P & M. • Recursos especiales: Videos, conferencias y foros en la red. • www.yankelovich .com 					