ICS-3313 MARKETING

Credits and contact hours: 10 UC Credits /10 hours (2:40 hours lectures; 1:20 hours assistantship and 6 individual work hours per week)

Instructor’s name: Cofré Patricio, Maturana Sergio, Sanzana José, Unda Francisco, Young William

Course coordinator’s name: Maturana Sergio


Course Catalog Description: This is an introductory course to Marketing, which presents the main marketing concepts and principles, and their practical application. Subject matters include decisions related to the product, pricing, promotion, and distribution. It also includes some elements of consumer behavior, marketing research, and new product development. Some quantitative models are introduced when applicable.

Prerequisite Courses: None

Co-requisite Courses: None

Status in the Curriculum: Required

Course Learning Outcomes:
1) Understand the basic concepts of Marketing
2) Understand the main aspects that influence buying behavior
3) Apply analytic models to optimize resource allocation in marketing
4) Design a marketing research study and use it to solve a marketing problem.
5) Design a marketing strategy, using market segmentation, differentiation, and positioning concepts.
6) Understand the main concepts of relationship marketing
7) Apply marketing strategies for products in different stages of their life-cycle, including new products.
8) Apply brand strategies for different types of products.
9) Apply pricing strategies
10) Apply promotion strategies, using advertising, public relations, sales promotions, and the sales force.
11) Apply wholesaling, retailing, and market logistics strategies
Relation of Course to ABET Criteria:

b. Design and conduct experiments: analyze and interpret data
c. Design a system, component, or process
d. Multidisciplinary teams
e. Identify, formulate, and solve engineering problems
f. Professional and ethical responsibility
g. Effective communication

Topics covered:

1. Introduction to Marketing
2. Marketing fundamentals
3. Marketing management
4. Developing Marketing strategies
5. New product development
6. Products and Services
7. Prices
8. Promotion
9. Distribution
10. Organization and Control of the Marketing effort