

PONTIFICIA UNIVERSIDAD CATÓLICA DE CHILE
SCHOOL OF ENGINEERING
DEPARTMENT OF INDUSTRIAL AND SYSTEM ENGINEERING
ABET COURSE SYLLABI

ICS-3313 MARKETING

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| 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 |
| Textbook: | Kotler, P. y K. Keller. Marketing Management: Analysis, Planning, and Control. 14a Ed., Prentice-Hall, 2011. |
| 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: | <ol style="list-style-type: none">1) Understand the basic concepts of Marketing2) Understand the main aspects that influence buying behavior3) Apply analytic models to optimize resource allocation in marketing4) 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 marketing7) 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 strategies10) Apply promotion strategies, using advertising, public relations, sales promotions, and the sale force.11) Apply wholesaling, retailing, and market logistics strategies |

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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

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