

MARKETING TRENDS IN LATIN AMERICA

COURSE CODE	TOTAL SEMESTER		DISTRIBUTION				
	SCT	UD	CAT	TALL	LAB	PC	
	4	64					SEMESTER IN ENGLISH
SEMESTER	AUTONOMOUS LEARNING TIME						REQUIREMENTS
	32H						ENGLISH LEVEL B2 OR HIGHER
COURSE DESCRIPTION							
<p>This course will focus in Marketing trends and strategies in Latin America. Students will learn about socio – cultural issues, economic and political – legal environment, together with strategic and marketing considerations when doing business in Latin American countries. Learning approach will be base in cases of study as well as lectures and a team project.</p>							
COMPETENCES ASSOCIATED WITH THE PROFILE							
LEARNING OUTCOMES							
<p>At the end of the course the students will be able to:</p> <ul style="list-style-type: none"> • Understand the concept of marketing environment and its application in L.A. • Assess the importance of understanding the process of market research and consumer behavior for developing company strategies. • Understand the meaning of the concepts market segmentation, targeting & positioning. • Understand the concept of marketing mix (4p: product, price, promotion & place). • Understand the concept of business intelligence related to marketing environment. • Understand how the process of the data mining and impact company strategies in L.A. 							
KEY CONTENT							
METODOLOGÍAS DE ENSEÑANZA Y EVALUACIÓN							
<p>We will employ lecture, discussion, case study, research and presentation as our learning methods. We will discuss Latin America doing business cases in every class that relates to our scheduled topic area.</p> <p>You will be expected to come to class prepared to discuss the issues and dynamics at play, as well as offer solutions and strategies. Discussions will be frequent, and you will need to participate to get participation credit in the course. For each class students will be required to read relevant material in advance.</p>							
BASIC BIBLIOGRAPHY							
<ul style="list-style-type: none"> • Kotler, P., Keller, K ; Marketing Management. 14th Edition. Prentice Hall 2012 • Stanton, W.J.; Etzel,M.J; Walker B. : Fundamentals of Marketing. Mc Graw- Hill 2007 							

SUPPLEMENTARY BIBLIOGRAPHY

- Australia–Latin America Trade and Business Relations. Pierre van der Eng and Don Kenyon. <http://press.anu.edu.au/apps/bookworm/view/Australia+and+Latin+America%3A+Challenges+and+Opportunities+in+the+New+Millennium/11131/Ch05.xhtml>
- Business Opportunities and Challenges for the U.S. in Latin America. Alexander Monge-Naranjo.
- Doing Business in the New Latin America: Keys to Profit in America's Next-Door Markets, Second Edition. Becker, Thomas H., Santa Barbara: ABC-CLIO, 2010.
- Latin American Business Cultures. Edited by Robert Crane, Carlos Rizow. Basingstoke, Palgrave Macmillan, 2010.
- Doing business in emerging markets: entry and negotiation strategies. S. Tamer Cavusgil, Pervez N. Ghauri, Milind R. Agarwal, Thousand Oaks: Sage Publications, c2002.
- Cracking Latin America: a country-by-country guide to doing business in the world's newest emerging markets / Allyn Enderlyn, Oliver C. Dziggel. Chicago: Probus, c1994.
- Development connections unveiling the impact of new information technologies. Basingstoke, Palgrave Macmillan, 2011.
- The United Nations in Latin America: Aiding Development. Adams, Francis.
- Asia-Pacific Economic Cooperation. www.apec.org
- CEPAL - Comisión Económica para América Latina y el Caribe. www.eclac.org11. Chile's Free Trade Agreements: How big is the deal? Central Bank of Chile. Working paper, 2004. www.bcentral.cl
- OECD en America Latina. www.oecd.org
- Organization of American States. www.oas.org
- Ministry of Economy of Chile. www.economia.cl
- Inter- American Development Bank. www.iadb.org
- U.S. versus Latin America: business & culture, Stanley M. Davis, Harvard Business Review 2000.
- How do retailers from emerging markets internationalize? The case of Chilean retailers. Bianchi, Constanza (2009) In: AMS/ACRA
- Conference, September 30 - October 04, 2009, New Orleans, USA.
- Getting to Know the Neighbours: Groups in Mexico. John Sargent. Business Horizons, 2001.
- Lessons learned from unsuccessful internationalization attempts: Examples of multinational retailers in Chile. Constanza C.
- BianchiT, Enrique Ostale, Journal of Business Research 2006