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| HOST | : PONTIFICIA UNIVERSIDAD CATOLICA DE CHILE, SCHOOL OF BUSINESS |
| NAME | : GLOBAL NETWORK FOR ADVANCED MANAGEMENT (GNAM) |
| TOPIC | : MARKETING & MERCADEO: THE LATIN AMERICAN WAY |
| ACRONYM | : EAM429 |
| CREDITS | : 5 UC/ 3 SCT |
| MODULES | : 01/Quarterly |
| REQUIREMENTS | : GNAM School MBA Student |
| GRADING | : Standard (Grades 1.0 to 7.0) |
| ADMIN. CONTACTS | : Andres Ibanez, Director Int'l Affairs (aibanez@uc.cl) Monique Delaveau, International Coordinator (mdelaveau@uc.cl) |

I. DESCRIPTION

One of the most important choices a company must make is the business model to pursue. There are multiple options available depending on the specific market, industry or technology, just to mention some of the most relevant factors. The concept of business model is increasingly associated with that of competitive advantage and value creation. This course will discuss several business models in the context of both for-profit and non-profit companies operating in Latin America.

II. OBJECTIVES

At the end of this intensive course, the participant will:

1. Understand the economic context of business in mayor countries of Latin America.
2. Evaluate innovative business models in specific industries such as airline, retail, natural resources, and manufacturing and identify key success factors.
3. Learn how to evaluate the convenience for a company of having more than one business model at the same time.
4. Understand the changing social role of corporations and the potential for “B” corporations

III. EVALUATION

Group Assignments (3) : 80%

Individual Test : 20%

IV. METHODOLOGY

A combination of case discussions about firms operating in Latin America, lectures by different professors and guest executives, and group activities –complemented with related company visits– will be the main methodologies of this course.

V. EXPECTED BEHAVIOR

It is expected from students:

- A genuine commitment for learning and sharing knowledge and cultural factors with their classmates.
- An ethical behavior all evaluations and class activities.



The student honor code at PUC de Chile is included:

“Academic integrity is fundamental to the personal development of the current student and future alumni. Integrity is based on five values: honesty, trust, respect, responsibility, and impartiality. In order to get the most of this course, both students and professor must work together to create a learning environment to promote these values. Actions that go against these values are incompatible with the objectives of the course and the University, and will not be tolerated. Each student is expected to promote the spirit of academic integrity among his/her classmates.”

VI. SESSIONS & FACULTY

MONDAY

Session 1 &2: The Latin American Consumer

Professor: Andrés Ibáñez
MBA Kellogg School of Business, USA. Assoc. Dean for Int'l Affairs &
Executive Education

TUESDAY

Session 3&4: Going to-Market and Omnichannel in Latin America

Professor: Hernán Palacios
M.Sc. in Economics DUKE University, USA.

WEDNESDAY

Session 5: Consumer cultures in LATAM

Professor: Claudia González
PhD in Marketing, The University of Queensland, Business School, Australia.

Session 6: EBusiness in LATAM

Professor: Claudio Guzmán
MBA Pontificia Universidad Católica de Chile, Chile.

THURSDAY

Session 7: Promotional Efforts

Professor: Carlos Noton
PhD in Economics, University of California, Berkeley.

FRIDAY

Session 8: "Marketing Analytics and Experimentation: Two Case Studies from the Chilean Retail Industry"

Professor: Andres Elberg, PhD Economics, University of California, Berkeley.

Session 9: "Branding strategies in LATAM"

Professor: Luis Hernán Bustos, MBA Wharton School, University of Pennsylvania.