The Impact of Marketing on Competitiveness: The Manufacturing Industry in Guadalajara, Mexico

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EXECUTIVE SUMMARY

Marketing is a social and managerial process in which a group or individuals get what they need by generating offerings and exchanging products and services of similar value. Marketing involves strategies of purchasing techniques, market research and market positioning. Therefore, marketing is the approach in which market and commerce are managed in an organization. The perspective of this research is to get a better understanding of SMEs’ marketing techniques used by manufacturers in Guadalajara and how the impact of competitiveness is more effective in the market.

Keywords: Marketing, Competitiveness, SMEs.