

<b>1.- SUBJECT</b>			
1.1.- TOPIC (AREA OF KNOWLEDGE)	<b>Operational marketing</b>		
1.2.- NAME	<b>Sectorial marketing</b>		
<b>2.- LECTURER</b>	Juan Larrakoetxea Forcadas		
<b>3.- GENERAL DETAILS</b>			
3.1.- TYPE	Optional		
3.2.- ECTS CREDITS	4,5		
3.3.- YEAR	Fourth		
3.4.- SEMESTER	First		
3.5.- LANGUAGE	English		
<b>4.- GENERAL COMPETENCE</b>	<b>CG2</b>	Plan and organize projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation	
	<b>CG6</b>	Gather, sift, synthesize and organize material from various sources, and to critically evaluate its significance.	
	<b>CG16</b>	Internalize that learning will continue throughout life.	
	<b>CG13</b>	Adapt to different situation and changing environments.	
<b>5.- SPECIFIC COMPETENCE</b>	<b>CE16</b>	Take decisions on marketing-mix management	
	<b>CE21</b>	Design and carry out a plan to attract and/or retain customers	
<b>6.- CONTENTS</b>	<ol style="list-style-type: none"> <li>1. "New" Marketing stakeholders ecosystem.</li> <li>2. B2B Marketing peculiarities.</li> <li>3. Industrial Marketing. The Basque Country reality.</li> <li>4. B2B buying cycle. The pitch process.</li> <li>5. MarTech scenario. Salesforce.</li> <li>6. IA tools applied to the B2B environment.</li> <li>7. Sponsorship. Foundations and key concepts.</li> <li>8. Account Planning in a customer first world.</li> </ol>		
<b>7.- METHODOLOGY</b>	<p>Theoretical exposition of the topics that make up the contents of the course. Focus on explaining real business situations/cases, as well as the possibilities that B2B Marketing offers for the student.</p> <p>Real case studies/readings to develop critical analysis skills.</p> <p>Cultivate student's proficiency in coherent and substantiated oral expression, enabling them to adeptly articulate and defend intricate ideas and arguments.</p>		
<b>8.- LEARNING OUTCOMES</b>	- Know the particularities of B2B Marketing, the main stakeholders and the opportunities that presents.		
	- Students will possess heightened awareness and adeptness in navigating key facets of B2B marketing, encompassing strategic, tactical, and technical dimensions.		
<b>9.- EVALUATION</b>	<b>Criteria</b>	<b>Competencies</b>	<b>Value (%)</b>

<b>CRITERIA</b>	Elaboration and presentation of the analysis of the case studies/works in groups and individually, both orally and writing.	CG2; CG6; CG7; CG13; CE16; CE21	50%					
	Final written test.	CG2; CG6; CG7; CG13; CE16; CE21	40%					
	Attitude, attendance and participation.	CG6; CG7; CE16; CE21	10%					
	<b>General comments</b>							
	To be evaluable in the first call it will be essential requirement to have delivered/defended all the cases.							
	To pass the subject both parts (test and practical cases) need to be passed independently.							
	An attendance below 40% of the scheduled classes will imply a score of 0 points, as well as attendance with a clear attitude deficit.							
	<b>Comments on resits</b>							
	The extraordinary call will consist in an exam and/or some practical cases during H1 2024. The grades obtained in the passed sections/parts will be maintained to build the final grade. All parts need to be solidly completed at the end of the evaluation to pass the subject.							
	<b>Comments on students from previous years</b>							
The final test/exam will be 100% of the grade.								
<b>10.- BIBLIOGRAPHY</b>	<p><b>Business Cases:</b></p> <p>Being known or being one of many: the need for a brand management for business-to-business (B2B) companies. By Philip Kotler &amp; Waldemar Pfoertsch. Journal of Business &amp; Industrial Marketing 22/6 (2007).</p> <p>Recognising intangible assets: How Boeing uses brand management and measurement as strategic tools. By Anne C. Toulouse and Carrie A. Howard. Henry Stewart Publications. Interactive Marketing. Vol.5 No.1 July/September 2003.</p> <p>Customer-centric Experience: Transforming Intel's B2B Digital Experience. Doug Childs, Rashmi Nath and Donald Pearson. Intel IT. March 2017.</p> <p>6 winning examples of B2B brands using MarTech to smash targets. b2bmarketing.net</p> <p><b>Books:</b></p> <p>Madison Avenue Makeover: The transformation of Huge and the redefinition of the ad agency business. Michael Farmer. 2023.</p> <p>Madison Avenue manslaughter: An inside view of fee-cutting clients, profit-hungry owners and declining ad agencies. Michael Farmer. 2019.</p> <p>Marketing of industrial products and services. B2B Marketing. Luis Marijuán. ESIC and Industrial Marketing Center. 2021.</p> <p>Account Planning in Salesforce. Donal Daly. 2013.</p> <p>Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com . 2011</p>							
<b>11.- EVALUATION CRITERIA SCHEDULE</b>	<b>Criteria</b>	<b>Sep.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dec.</b>	<b>Jan.</b>	<b>Total</b>	
	Elaboration and presentation the case studies/works	10%	10%	10%	10%	10%	50%	
	Final written test					40%	40%	
	Attitude, attendance and participation	10%						10%
	<b>Total</b>							<b>100%</b>

