

1.- SUBJECT			
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Operational Marketing		
1.2.- NAME	Sectorial Marketing		
2.- LECTURER	Juan Larrakoetxea		
3.- GENERAL DETAILS			
3.1.- TYPE	Optional		
3.2.- ECTS CREDITS	4,5		
3.3.- YEAR	Fourth		
3.4.- SEMESTER	First		
3.5.- LANGUAGE	English		
4.- GENERAL COMPETENCE	CG2	Plan and organise projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation	
	CG6	Gather, sift, synthesise and organise material from various sources, and to critically evaluate its significance.	
	CG16	Internalize that learning will continue throughout life.	
	CG13	Adapt to different situation and changing environments.	
5.- SPECIFIC COMPETENCE	CE16	Take decisions on marketing-mix management	
	CE21	Design and carry out a plan to attract and/or retain customers	
6.- CONTENTS	<ol style="list-style-type: none"> 1. B2B Marketing Fundamentals 2. Industrial Marketing 3. B2B Marketing Funnel 4. B2B Go-to-Market Strategies 5. B2B Marketing Technologies 6. The Salesforce ecosystem. 7. Marketing Intelligence 8. B2B Digital Marketing Plan 		
7.- METHODOLOGY	<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>		
8.- LEARNING OUTCOMES	- Know the particularities of B2B Marketing and the opportunities that presents.		
	- Be aware of the importance of customer loyalty and have knowledge of the loyalty-building methods.		
9.- EVALUATION CRITERIA	Criteria	Competencies	Value (%)
	Elaboration and presentation of the analysis of the case studies/works in	CG2; CG6; CG7; CG13; CE16; CE21	40%

	groups and individually.		
	Final written test (to reach the highest score it will be necessary to answer some questions about Predictable Revenue book: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com . 2011).	CG2; CG6; CG7; CG13; CE16; CE21	50%
	Attitude, attendance and participation	CG6; CG7; CE16; CE21	10%
General comments			
To be evaluable in the first call it will be essential requirement to have delivered 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.			
Comments on extraordinary call			
The extraordinary call will consist only in an exam. The grade obtained in the ordinary call of the practical cases and the attitude, attendance and participation will be maintained if it is at least a pass in each item. Otherwise, only the grade of the extraordinary test/exam will be taken into account as the final grade (but in this case the maximum grade will be 7 out of 10).			
Comments on students from previous years			
The final test/exam will be 100% of the grade.			
10.- BIBLIOGRAPHY	<p>Business Cases:</p> <p>Being known or being one of many: the need for a brand management for business-to-business (B2B) companies. By Philip Kotler & Waldemar Pfoertsch. Journal of Business & 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>Maersk Line: B2B Social Media - "It's Communication, Not Marketing".</p> <p>Schneider. How a B2B manufacturer pilots success with ABM. Episode 83. The Kula Ring. kulapartners.com</p> <p>6 winning examples of B2B brands using MarTech to smash targets. b2bmarketing.net</p> <p>Bloomberg LP - More Than the Box? By Jonathan Knee and Miklos Sarvary. Columbia Business School. 2014.</p> <p>Books:</p> <p>Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com . 2011.</p> <p>Marketing of industrial products and services.B2B Marketing. Luis Marijuán. ESIC and Industrial Marketing Center. 2021.</p> <p>Aligned to Achieve: How to Unite Your Sales and Marketing Teams into a Single Force for Growth, by TracyEiler and Andrea Austin. 2016.</p> <p>Driving Demand: TransformingB2B Marketing to Meet the Needs of the Modern Buyer, by Carlos Hidalgo. 2015.</p> <p>Full Funnel Marketing, by Matt Heinz. 2016.</p> <p>Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com . 2011.</p> <p>SOSTAC(r) Guide To Your Perfect Digital Marketing Plan, by PR. Smith. 2018.</p>		

11.- EVALUATION CRITERIA SCHEDULE	Criteria	Sep.	Oct.	Nov.	Dec.	Jan.	Total	
	Elaboration and presentation of the analysis of the case studies/works	10%	10%	10%	10%		40%	
	Final written test					50%	50%	
	Attitude, attendance and participation	10%						10%
	Total						100%	