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| 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 organize projects, setting objectives and priorities, establishing activities, schedules and resources and supervising the implementation |
| | CG6 Gather, sift, synthesize and organize 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. "New" Marketing stakeholders ecosystem. 2. B2B Marketing peculiarities. 3. Industrial Marketing. The Basque Country reality. 4. B2B buying cycle. The pitch process. A real case. 5. MarTech scenario. Salesforce. 6. Account Planning in a customer first world. 7. Digital Sales and Marketing Intelligence. 8. Business transformation. The ad agency business case. |
| 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> <p>Cultivate student's proficiency in coherent and substantiated oral expression, enabling them to adeptly articulate and defend intricate ideas and arguments.</p> |
| 8.- LEARNING OUTCOMES | - 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 |

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| | technical dimensions. | | |
| 9.- EVALUATION CRITERIA | Criteria | Competencies | Value (%) |
| | 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% |
| | General comments | | |
| | 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. | | |
| | Comments on extraordinary call | | |
| | The extraordinary call will consist in an exam and/or some practical cases during H1 2024. The grade 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 | | |
| | 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>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>Approaching Market Intelligence concept through a case analysis: Continuous knowledge for marketing strategic management and its complementarity to competitive intelligence. Universidade Fumec. George Leal Jamic/Centeris 2013.</p> <p>Books:</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>Digital sales transformation in a customer first world. Donal Daly. 2017.</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> | | |

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