### Syllabus

**Subject:** Sectoral Marketing

**Courses:**

Degree: Dirección de Marketing y Gestión Comercial

Academic year 2012/2013

<table>
<thead>
<tr>
<th>Teachers:</th>
<th>Iker Oquiñena Arboniés</th>
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<tr>
<td>Period of classes and year:</td>
<td>Semester 1, Fourth Year</td>
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<tr>
<td>Type of course:</td>
<td>Choose from the following options: BT Basic Training, OB Obligatory, EL Elective, PP Properties (Advanced Skills program and Business Tools) or DD Higher Degree in Business Management</td>
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<tr>
<td>Language in which the course will be taught:</td>
<td>English</td>
</tr>
<tr>
<td>No. Of credits:</td>
<td>3</td>
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<tr>
<td>Hours per week:</td>
<td>2h</td>
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Marketing Department
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**Professor contact:**

Name: Iker Oquiñena
1. Teachers´ Contact details

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2. Subject description

The organizations need trained staff at the highest level in the marketing field. As Peter Drucker said “A good Chief Executive Officer (CEO) will be a marketing manager that can read a balance”. But today’s competitive environment is characterized by high specialization in their respective sectors, with very different trends and competitive characteristics. For the company, the key is to design and implement a strategy based in inherent relationships between the overall socio-economic environment and its industry, adapting and managing their several functional areas to the particular characteristics of their industry and to the general national and international environment trends.

In general, the conceptual foundations of the marketing science are often the same in all the sectors: good market orientation of value creation for all the company stakeholders (mainly consumers, shareholders and employees). However the success probability in the business decisions it is higher when the company makes a good definition of its segment and market target and implements strategies and policies tailored to the market specificities.

3. Subject Aims

The aim of the subject is to study the particular aspects that several business sectors have in their marketing application. In this sense, we address the study of distinctive features that define each sector, analyzing its nature, characteristics and those determinant factors that affects to the implementation of specific marketing strategies.

At the end of the course, students will be able to analyze the different sectors and make decisions on the implementation of specific marketing programs.
4. Skills

<table>
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<tr>
<th>MARKETING AND SALES MANAGEMENT GENERAL SKILLS</th>
<th>SPECIFIC KNOWLEDGE AREA SKILLS</th>
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<td><strong>INSTRUMENTAL</strong></td>
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<td>- Problem solving and interpretation ability.</td>
<td>- Know the main features of the different sectors in order to implement specific marketing actions.</td>
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**Interpersonal**

- Team work ability
- Public speaking
- Practical application of the theory

- Know how to use the knowledge developed as a way to find possible solutions to problems that arise in each sector.

5. Methodology

Classes are taught with a clear practical approach. The aim is to transmit the students the theory by a practical application of the daily company practices. To this end, the students will be helped in order to understand the problems involved in marketing strategies and tactics implementation in different sectors of the economy. In this sense the classes include an important theoretical body- following the theoretical structure of each program subject- which is accompanied with several examples and real case studies that seek to address from different perspectives, the experience of Spanish companies’ in international markets. In this way, students not only learn the theoretical concepts necessary for understanding the subject, but also they are illustrated about the actual implementation of these theoretical concepts.

Moreover, the student is an active part of the class. During the development of each session the student participates actively through their commentaries, analysis and proposals. In order to obtain this participation level, the students are asked repeatedly and subjected to collective analysis of each situation. The student is encouraged to adopt the role of a manager and takes office, analyzing and deciding on the theoretical and practical aspects proposed by the teacher. The final case analysis and conclusion are made collectively.
That all creates the interest and the need of building an entrepreneurial and analytical spirit that will help the student to study, investigate observe, compare and examine the complexity of different situations that can be found in the performance of their professional activities and respond effectively and efficiently to the challenges presented by the different market sectors.

6. Resource Material

Classes are taught with the support of dynamic Powerpoint presentations, which numerous educational support material is included, such as: charts, diagrams, photographs and advertising material used by different companies.

In addition audiovisual material will be used in order to complement the classes.

The material given to students will be of two types of publications: scholarly articles and current news about technology, strategies or trends. On the one hand, academic articles incorporate the student to the current debates of the subject and bring closer the latest trends.

On the other hand current newspaper articles are delivered in order to let the student to be updated about the latest tendencies showed by Spanish companies as well as the evolution of public policies.

7. Practical Coursework

During the sessions several practices will be performed individually and by groups. The teacher will provide the necessary information and material needed.

8. Evaluation Process

a. Attendance

Current school regulation will be applied.

b. In Class Tests

The final exam that the students have to pass will be multiple choice test. That is, the students must choose a valid answer from four possible.

In the same way, the exam will have the enough extension to hold all the theoretical topics of the subject.
Regarding the marks, each correct answer will be scored with 1 point but each wrong answer will be scored with 0.25 negative points. The final mark will be calculated based on ten. To pass the exam the student must achieve at least five points on a score of ten.

c. **Mandatory Coursework (Max 4 Students)**

For the development of the course, the students will carry out one practical exercise. It will be a global case where the students will choose a sector and elaborate a communication campaign to that sector.

The students will analyze the characteristics of the sector from all the perspectives studied in class, as a previous stage of the strategy and tactics proposal and the media campaign execution.

The work groups will be of no more than four students. Each group will choose freely, from among the topics proposed, a sector for study. Moreover each group will choose freely the media to develop the communication campaign: TV commercials, campaign graphics, radio spot, etc. In all the cases the campaign must be supported by a “Briefing” and a “Story Board”

The work and the campaign must be exposed in front of the class.

d. **Other Coursework**

Delivery of news, articles or advertising related with the subject will be valued.

e. **Final Grade**

The final grade of the subject will consist of the sum of the marks obtained in the exam and practical exercises.

The value of the final exam will be of a a maximum of seven points and the practical exercise will be a maximum of three points.

Therefore The final grade is composed as follows:

70% Final exam
30% Exercise + Presentation

It is imperative to pass the two parts individually in order to pass the course. It is equally indispensable the preparation and presentation of the practical exercise.

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9. Subject Program

a. Course Detail

Unit I: Services Marketing

Chapter 1. Services Marketing
Chapter 2. Tourism Marketing
Chapter 3. City Marketing
Chapter 4. Sports Marketing

Unit II: Product Marketing

Chapter 5. Green Products Marketing
Chapter 6. Pharmaceutical Products Marketing

Unit III: Other Marketing Applications

Chapter 7. Corporate Social Marketing
Chapter 8. Internet marketing and e-commerce

b. Course Development

Unit I: Services Marketing

Chapter 1. Services Marketing:
1.1 Introduction
1.2 Services classification
1.3 Services characteristics:
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1.3.1 Intangibility
1.3.2 Heterogeneity
1.3.3 Inseparability
1.3.4 Expiry
1.4 Services as a result of a production process
1.5 Services marketing management and its concept
1.6 Service quality management
1.7 The perceived service quality and consumer satisfaction
1.8 Nature and determinants of client expectations regarding service

Chapter 2. Tourism Marketing

2.1 Introduction
2.1.1 Tourism and tourist concepts
2.1.2 Tourism service definition
2.1.3 Tourism demand & supply analysis
2.2 Tourism products marketing strategies
2.2.1 Internal Marketing
2.2.1.1 Internal marketing processes
2.2.2 Interactive Marketing
2.2.3 External Marketing
2.2.3.1 Product strategies
2.2.3.2 Pricing strategies
2.2.3.3 Tourism distribution channels
2.2.3.4 Commercial communication

Chapter 3. City Marketing

3.1 A new socio-political world: the urban age
3.2 City identity in the global socio-economic environment
3.2.1 Evolution of the city key dimension: infrastructure to values
3.3 Marketing contribution to the city identity management
3.4 Strategic Direction to city marketing
   3.4.1 City networks

Chapter 4. Sports Marketing
4.1 Introduction
4.2 Sports marketing context development
4.3 Sport Market
   4.3.1 The information as support in sports marketing decision making
   4.3.2 Major players in sports market
   4.3.3 Segmentation
   4.3.4 Positioning
4.4 Sport marketing mix
   4.4.1 Product
   4.4.2 Sport product components
   4.4.3 Price
   4.4.4 Place
   4.4.5 Promotion
4.5 Marketing strategies

Unit II: Product Marketing

Chapter 5. Green Products Marketing
5.1 Background: Social Marketing and Ecological Marketing
5.2 Green marketing definition
   5.2.1 Differences between Green marketing and standard marketing
5.3 Segmentation and green consumer
5.4 Product in Green marketing
Chapter 6. Pharmaceutical Products Marketing

6.1 Introduction

6.2 Pharmaceutical sector environment
   6.2.1 Social factors
      6.2.1.1 Demographics
      6.2.1.2 Income
      6.2.1.3 Health
   6.2.2 Technological development

6.3 Market structure
   6.3.1 Public Health vs. Private
   6.3.2 Market size of pharmaceutical products and medical devices
   6.3.3 Types of drugs
      6.3.3.1 Prescription drugs
      6.3.3.2 OTC drugs
   6.3.4 Size and market tendency by type of drug
      6.3.4.1 Original, licenses and copies
      6.3.4.2 Generic
      6.3.4.3 OTC drugs

6.4 The Consumer as decision-making unit
   6.4.1 Influence of expert on the family doctor
   6.4.2 The prescription process in hospitals
   6.4.3 The generic drug (o expired patent drug) under its influence
   6.4.4 Pharmacists influence on OTC drugs

6.5 Market segmentation
   10.5.1 Demographic

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10.5.2 Geographic
10.5.3 Behaviorists

6.6 Positioning
6.6.1 Types of positioning

6.7 Pharmaceutical sector Marketing Mix
6.7.1 Pharmaceutical products pricing
6.7.1.1 Prescription drugs with patent
6.7.1.2 Generic drugs or innovators without patent
6.7.1.3 OTC
6.7.1.4 Commercial margin

6.7.2 Communication
6.7.2.1 The sales force
6.7.2.2 Public Relations

Unit III: Other Marketing Applications

Chapter 7. Corporate Social Marketing

7.1 Towards the social marketing approach
7.1.1 Introduction
7.1.2 Some cases for reflection

7.2 Expanding the marketing concept: Historical cases in social dimension of marketing

7.3 Social marketing in business organizations

7.4 Social responsibility and its relation to corporate social marketing

7.5 Spanish companies in the social field.

Chapter 8. Internet marketing and e-commerce

Sectoral Marketing
8.1 Introduction
8.2 Internet in the world and in Spain
8.3 Internet Direct Marketing
8.4 Business models: How companies are using internet
8.5 E-commerce
8.6 Attract traffic to the website
8.7 Internet advertising
8.8 Consumer behaviour in internet
8.9 Internet marketing mix
10. Recommended Reading

a. Mandatory Reading


b. Further Reading


Note: The books and other documents that appear under Mandatory Reading, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN No.
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