Academic Guide

Course
4th year
Degree in Marketing and Sales Management
(TSDMC)

Academic Year 2014 /2015

<table>
<thead>
<tr>
<th>Campus:</th>
<th>Pozuelo (Madrid)</th>
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<tbody>
<tr>
<td>Professors:</td>
<td>Iker Oquiñena</td>
</tr>
<tr>
<td>Academic Period:</td>
<td>1st Semestre</td>
</tr>
<tr>
<td>Year:</td>
<td>4th year</td>
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<td>Classes per week:</td>
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Department of
MARKETING MANAGEMENT

last update: july 2014
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.....st/nd/th Year / st/nd Semestre

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9.2 SUPPLEMENTARY BIBLIOGRAPHY ¡ERROR! MARCADOR NO DEFINIDO.

9.3 BIBLIOWEB ¡ERROR! MARCADOR NO DEFINIDO.
1. Faculty/Professor’s Contact:

Iker.oquinena@esic.edu

2. General Description of the Subject & Course Content

Different organizations require staff trained to the highest level in the field of marketing. As Peter Drucker said, "Good CEOs will be a marketing manager who can read a financial balance." However, the current competitive environment is characterized by great expertise in their respective sectors, with very different trends and competitive characteristics. For the company, the key is to design and implement a strategy based on the inherent relationships between the general socio-economic environment and its industry, adapting and managing their various functional to the particular characteristics of their industry areas and general trends in the national and internacional environments.

In general, the conceptual foundations of the science of marketing are often the same in all sectors: good market orientation and value creation for all stakeholders of the company (mainly consumers, shareholders and employees). However, the probability of success in business decisions increases when the company clearly defines your audience and target market and implements strategies and policies adapted to the specificities of this market.

3. Statement of Course Goals & List of Student Learning Outcomes:

The aim of the course is to study specific aspects that have different business sectors related with their marketing application. In this sense, the study of the distinctive features that define each sector will be addressed by analyzing their
nature, those particular characteristics and determinants that affect the application of specific marketing strategies.

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

4. Competences: (6)

**General Competences: CG**

CT01 Analysis and synthesis ability
CT02 Management and planning ability
CT03 Oral and writing communication in English
CT06 Targeting, filtering and analysis of different information sources
CT09 Decision making

CT11 Quality working process
CT12 Creativity, initiative, and entrepreneurship
CT13 Fluent communication ability
CT17 Multicultural work ability
CT18 Criticism and self-criticism ability
CT19 Ethical commitment

CT21 Self learning
CT22 Situation adaptation
CT23 Creativity
CT26 Quality motivation
CT27 Sensibility to environmental and social issues
CT28 Practical implementation to knowledge
CT29 Research ability
CT30 Project design and management

**Specific Competences: CE**

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CE02  Marketing integration in the company environment
CE03  Ability to assess knowledge from relevant records information about the situation and foreseeable development of a business and in particular the area of marketing and market research
CE04  Ability to issue advisory reports on specific situations of companies and markets
CE09  Decision making in trade issues and topics
CE13  Decision making in marketing issues and topics
CE19  Ability to apply theoretical, methodological and technical (marketing and market research) together knowledge, acquired through training, teamwork and developing the skills of a professional marketing and market research.
CE20  Ability to present and defend an entire project that integrates marketing activities or marketing plan.

5. Training (7)

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<tr>
<th>Class hours</th>
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<tr>
<td>30hs</td>
<td>60 hs</td>
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AFE 1- Theory concepts development.

<table>
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<td>Outside class hours:30</td>
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AFE 2- Individual works. This activity involves the preparation of a report on a proposed by the teacher subject knowledge covering aspects addressed by the treated subject. This activity can be completed by the oral presentation by students of the work performed.

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<table>
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<th>Hours</th>
<th>Attendance</th>
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<td>Class hours:5 50%</td>
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<td>Outside class hours:5</td>
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</table>

AFE 3- Group work. This teaching methodology is the development of small research. Literature search will be assessed, and equipment selection and the ability to structure the same. In addition, students must undertake an analysis and a common discussion of each situation. This activity can be supplemented with oral presentation by students of the work performed.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Attendance</th>
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<tbody>
<tr>
<td>Total: 25 hs</td>
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<td>Outside class hours:20</td>
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</tbody>
</table>

AFE 4- Debate and constructive criticism. The debate and constructive criticism will be held on current issues relating to the theme of the course in which this activity concerns. The subject will be proposed by the teacher who will moderate the discussion encouraging student participation and encourage the emergence of different perspectives and points of view to guide all the students towards participation and review of the different opinions basing the facts the knowledge gained through the classes.

<table>
<thead>
<tr>
<th>Hours</th>
<th>Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total: 10 hs</td>
<td>Class hours:5 100%</td>
</tr>
<tr>
<td></td>
<td>Outside class hours:5</td>
</tr>
</tbody>
</table>

5.1 Teaching Methodology:
   MD1- Theorical classes
   MD2- Practical classes

6. Grading Procedures: (8)

The grading procedure for the degrees is based on a Continuous Evaluation system in which class attendance is obligatory. In order to pass the course you must attend a minimum of 70% of the classes.
As stated in the University Academic Guide, your final grade shall be automatically modified based on your attendance. This ranges from +1 to -1 depending on the number of absences,

Grading system:

SEE3-Theory test: 70%
SEE4-Practical test: 30%

Grading Procedure: (8.1)

<table>
<thead>
<tr>
<th>Evaluation Part</th>
<th>Total Weight</th>
<th>Breakdown</th>
<th>TYPE</th>
<th>Grading Procedures</th>
<th>Observations</th>
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<tr>
<td>Course work</td>
<td>20%</td>
<td>20%</td>
<td>Team working</td>
<td>SEE4</td>
<td>Will be deliver a written work and will presented</td>
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<tr>
<td>Course Participation</td>
<td>10%</td>
<td>5%</td>
<td>Invididual work</td>
<td>SEE4</td>
<td>Will be performed during the clasess and out of the clasess</td>
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<td></td>
<td></td>
<td>5%</td>
<td>Class participation</td>
<td>SEE4</td>
<td>Students participation and comments will be assessed</td>
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<tr>
<td>Final Exam</td>
<td>70%</td>
<td>70%</td>
<td>Final written work of the</td>
<td>SEE3</td>
<td>Ordanary and Extraordanary</td>
</tr>
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</table>
Students who have a lower attendance by 70% are not entitled to continuous assessment, and will be graded over 70% of the final exam, both the ordinary and the extraordinary call.

Those repeaters in the subject and are exempt from compulsory attendance, assessment will be by the Final Exam which involve weighting if 100% of the final grade.

To overcome the Subject is a must have submitted and approved Mandatory Work and the final exam and theory (written tests or final exam for the course, teacher discretion), with a minimum rating of 5 out of 10 points for each of the sections for both the ordinary to the extraordinary call.

The first day of class, the teacher in the presentation session of the course (ppt) explain in detail the allocation and nature of the different tests to be performed during the course as well as assessment and weighting them. It will be available to students in the virtual campus.

6.1 Inclass Tests:
A TEACHER CRITERIA may make one or more written evidence to be part of the 70% of the grade for the final exam (Partial, liberatory or not). If carried out, the teacher explained the nature and weight.

6.2 Compulsory Course Work:
The student, as a group, will make during the course a compulsory work. The groups will be formed under the requirements raised by the teacher at the beginning of the semester and supervise This assignment will be submitted in writing and can be also further require submission and oral defense. The explanation of the work and delivery will be provided by the teacher in the classroom.
6.3 **Course Participation:**

This includes both individual works are developed during the semester as well as the proactive participation of students in the classroom on the subject. The explanation of the work and delivery will be provided by the teacher in the classroom.

6.4 **Final Exam:**

Continuous assessment applies to both official calls for final exam: ordinary and extraordinary, so its weighting on the student's final grade in both cases is 70%. The exception applies only to those students repeating the course and exempt from attendance, in which case the final assessment exam will be 100%.

No consideration will be taken in other than official dates designated by the School date.

Students can check their final exam, the official date to be determined for this purpose and will be published along with the final grades.

**Final Exam Structure**

7. **Course Programme:** (9)

7.1 **Course Outline:**

*a. Course Detail*

**Unit I: Services Marketing**

- Chapter 1. Tourism Marketing
- Chapter 2. City Marketing
- Chapter 3. Sports Marketing

**Unit II: Product Marketing**

- Chapter 4. Green Products Marketing
- Chapter 5. Pharmaceutical Products Marketing

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Unit III: Other Marketing Applications 

Chapter 6. Corporate Social Marketing 
Chapter 7. Internet marketing and e-commerce 

7.2 Course Content: 

Unit I: Services Marketing 

Chapter 1. Tourism Marketing 

1.1 Introduction 
   1.1.1 Tourism and tourist concepts 
   1.1.2 Tourism service definition 
   1.1.3 Tourism demand & supply analysis 
1.2 Tourism products marketing strategies 
   1.2.1 Internal Marketing 
      1.2.1.1 Internal marketing processes 
   1.2.2 Interactive Marketing 
   1.2.3 External Marketing 
      1.2.3.1 Product strategies 
      1.2.3.2 Pricing strategies 
      1.2.3.3 Tourism distribution channels 
      1.2.3.4 Commercial communication 

Chapter 2. City Marketing 

2.1 A new socio-political world: the urban age 
2.2 City identity in the global socio-economic environment 

SUBJECT
2.2.1 Evolution of the city key dimension: infrastructure to values
2.3 Marketing contribution to the city identity management
2.4 Strategic Direction to city marketing
   2.4.1 City networks

Chapter 3. Sports Marketing
3.1 Introduction
3.2 Sports marketing context development
3.3 Sport Market
   3.3.1 The information as support in sports marketing decision making
   3.3.2 Major players in sports market
   3.3.3 Segmentation
   3.3.4 Positioning
3.4 Sport marketing mix
   3.4.1 Product
   3.4.2 Sport product components
   3.4.3 Price
   3.4.4 Place
   3.4.5 Promotion
3.5 Marketing strategies

Unit II: Product Marketing

Chapter 4. Green Products Marketing
4.1 Background: Social Marketing and Ecological Marketing
4.2 Green marketing definition
   4.2.1 Differences between Green marketing and standard marketing
4.3 Segmentation and green consumer
Chapter 5. Pharmaceutical Products Marketing

5.1 Introduction

5.2 Pharmaceutical sector environment
   5.2.1 Social factors
      5.2.1.1 Demographics
      5.2.1.2 Income
      5.2.1.3 Health
   5.2.2 Technological development

5.3 Market structure
   5.3.1 Public Health vs. Private
   5.3.2 Market size of pharmaceutical products and medical devices
   5.3.3 Types of drugs
      5.3.3.1 Prescription drugs
      5.3.3.2 OTC drugs
   5.3.4 Size and market tendency by type of drug
      5.3.4.1 Original, licenses and copies
      5.3.4.2 Generic
      5.3.4.3 OTC drugs

5.4 The Consumer as decision-making unit
   5.4.1 Influence of expert on the family doctor
   5.4.2 The prescription process in hospitals
   5.4.3 The generic drug (o expired patent drug) under its influence
   5.4.4 Pharmacists influence on OTC drugs

5.5 Market segmentation

SUBJECT
5.5.1 Demographic
5.5.2 Geographic
5.5.3 Behaviorists

5.6 Positioning
5.6.1 Types of positioning

5.7 Pharmaceutical sector Marketing Mix
5.7.1 Pharmaceutical products pricing
5.7.1.1 Prescription drugs with patent
5.7.1.2 Generic drugs or innovators without patent
5.7.1.3 OTC
5.7.1.4 Commercial margin

5.7.2 Communication
5.7.2.1 The sales force
5.7.2.2 Public Relations

Unit III: Other Marketing Applications

Chapter 7. Corporate Social Marketing

6.1 Towards the social marketing approach
6.1.1 Introduction
6.1.2 Some cases for reflection

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

6.3 Social marketing in business organizations

6.4 Social responsibility and its relation to corporate social marketing

6.5 Spanish companies in the social field.
Chapter 7. Internet marketing and e-commerce

7.1 Introduction
7.2 Internet in the world and in Spain
7.3 Internet Direct Marketing
7.4 Business models: How companies are using internet
7.5 E-commerce
7.6 Attract traffic to the website
7.7 Internet advertising
7.8 Consumer behaviour in internet
7.9 Internet marketing mix
8. RELATIONSHIP BETWEEN THE SKILLS, COURSE CONTENT AND GRADING PROCEDURES (10)

<table>
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<tr>
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Bachelor's Degree in ..........

.....st/nd/th Year / st/nd Semestre

9. Recommend Reading List:

8.1 Support Material: Basic Bibliography:


8.2 Supplementary Bibliography:


Note: As stated in our Documentation Policy, books or other documents in the basic Bibliography, which are necessary for the class, shall be available to students through the library or bookshop, this is subject to each Campus. We acknowledge that the purchase of course material by students is voluntary and by no means obligatory. Each book or document shall be described in the following way: Title, Auteur, year of Publication and Editorial, and where possible the ISBN number.
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Vázquez, R. et al., 1994

8.3 Biblioweb:

Will be supplied during the course

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