

Guía docente / *Course Syllabus*

2018-19

1. Descripción de la Asignatura / *Course Description*

Asignatura <i>Course</i>	MARKETING SECTORIAL (docencia en inglés)
Códigos <i>Code</i>	504045
Facultad <i>Faculty</i>	Facultad de Ciencias Empresariales
Grados donde se imparte <i>Degrees it is part of</i>	Grado en Administración y Dirección de Empresas (Inglés)
Módulo al que pertenece <i>Module it belongs to</i>	Dirección e investigación comercial
Materia a la que pertenece <i>Subject it belongs to</i>	Dirección comercial
Departamento responsable <i>Department</i>	Organización de Empresas y Marketing
Curso <i>Year</i>	3º
Semestre <i>Term</i>	2º
Créditos totales <i>Total credits</i>	6
Carácter <i>Type of course</i>	Optativa
Idioma de impartición <i>Course language</i>	Inglés
Modelo de docencia <i>Teaching model</i>	C1

Clases presenciales del modelo de docencia C1 para cada estudiante: 23 horas de enseñanzas básicas (EB), 22 horas de enseñanzas prácticas y de desarrollo (EPD) y 0 horas de actividades dirigidas (AD). Hasta un 10% de la enseñanza presencial puede sustituirse por docencia a distancia (también presencial, pero posiblemente asincrónica), de acuerdo con la programación de la Asignatura publicada antes del comienzo del curso.

Number of classroom teaching hours of C1 teaching model for each student: 23 hours of general teaching (background), 22 hours of theory-into-practice (practical group tutoring and skill development) and 0 hours of guided academic activities. Up to 10% of face-to-face sessions can be substituted by online teaching, in accordance with the course schedule published before it begins.

2. Responsable de la Asignatura / *Course Coordinator*

Nombre <i>Name</i>	Miguel Ángel Ruz Mendoza
Departamento <i>Department</i>	Organización de Empresas y Marketing
Área de conocimiento <i>Field of knowledge</i>	Comercialización e Investigación de Mercados
Categoría <i>Category</i>	Profesor Asociado Lou
Número de despacho <i>Office number</i>	14.2.38
Teléfono <i>Phone</i>	
Página web <i>Webpage</i>	
Correo electrónico <i>E-mail</i>	miguelangel.ruz@aon.es

3. Ubicación en el plan formativo / *Academic Context*

Breve descripción de la asignatura <i>Course description</i>	
Objetivos (en términos de resultados del aprendizaje) <i>Learning objectives</i>	<p>* Acquire an overview of the set of marketing-related problems faced by profit and nonprofit organizations alike.</p> <ul style="list-style-type: none">• Learn how to apply marketing concepts, principles & strategies.• Develop an ability to put theoretical notions into practice and apply knowledge to real business scenarios.• Foster an interest in researching and managing information needed for effective marketing decision-making.• Build effective communication skills both when presenting/expressing ideas in groups /individually, and when understanding the ideas expressed by others.
Prerrequisitos <i>Prerequisites</i>	It is required that students have a working command of the English language as the material and teaching in this course is entirely in English.
Recomendaciones <i>Recommendations</i>	<p>We recommend an active attitude and implication to students enrolled in this course, participating actively during classes.</p> <p>It is recommended, but not required, that students have taken the following subjects: Marketing Management I and II</p> <p>It is mandatory the active participation of students in class.</p>
Aportaciones al plan formativo <i>Contributions to the educational plan</i>	Increasingly competitive markets and dynamic environments call for increasingly more effective management. This is true in the case of both non-profit and profit organizations. Hence, marketing's role in the business arena is more important than ever before. Learning the tricks of the trade involves developing a wide range of skills that enable effective decision-making in business contexts. Specifically, the study of the basic decisions relative to

commercial's policies, the knowledge about the market and commercial strategies.

4. Competencias / Skills

<p>Competencias básicas de la Titulación que se desarrollan en la Asignatura <i>Basic skills of the Degree that are developed in this Course</i></p>	<p>CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado</p>
<p>Competencias generales de la Titulación que se desarrollan en la Asignatura <i>General skills of the Degree that are developed in this Course</i></p>	<p>CGI1 - Capacidad de análisis y síntesis CGI2 - Capacidad de organización y planificación CGI8 - Capacidad para tomar decisiones CGI9 - Habilidad para analizar y buscar información proveniente de fuentes diversas CGP1 - Capacidad para trabajar en equipo CGP3 - Trabajo en un contexto internacional CGP4 - Habilidad en las relaciones personales CGP6 - Capacidad crítica y autocrítica CGS3 - Capacidad de aprendizaje autónomo CGS4 - Creatividad CGS6 - Capacidad de Adaptación a nuevas situaciones</p>
<p>Competencias transversales de la Titulación que se desarrollan en la Asignatura <i>Transversal skills of the Degree that are developed in this Course</i></p>	<p>CT1 - Comunicación oral y escrita en castellano. CT2 - Comunicación oral y escrita en una lengua extranjera. CT3 - Iniciativa y espíritu emprendedor. CT5 - Capacidad para trabajar en entornos diversos y multiculturales. CT6 - Compromiso ético en el trabajo.</p>
<p>Competencias específicas de la Titulación que se desarrollan en la Asignatura <i>Specific competences of the Degree that are developed in the Course</i></p>	<p>CE03 - Manejar las variables comerciales que permitan alcanzar los objetivos deseados, dominar las técnicas de investigación comercial, entender el comportamiento de los consumidores, y conocer el marketing sectorial.</p>
<p>Competencias particulares de la asignatura, no incluidas en la memoria del título <i>Specific skills of the Course, not included in the Degree's skills</i></p>	<ul style="list-style-type: none"> - Capacity for analysis and synthesis - Capacity for management and planning - Oral and written English communication - Identify different sources of information - Capacity for solving problems and making decisions - Teamwork, collaborative skills - Critical thinking skills - Ethical behaviour - Working well under pressure - Creativity - Leadership - Social and environmental sensibility - Social responsibility, gender equity, universal accessibility for handicapped people criteria as drivers to act and the appropriated values for a culture of peace and democracy.

- Carry out diagnostics of situations and problems
- Mix commercial variables to reach desired goals
- Carry out basic functions enfolded in the management process: planning, leadership, organization and control.
- Understanding and applying corporate governance, corporate social responsibility, business ethics.

5. Contenidos de la Asignatura: temario / *Course Content: Topics*

TEMA 1	SERVICES MARKETING
1.1	Definition
1.2	Distinctive features.
1.3	TOURISM MARKETING
1.3.1	<i>The tourism Service</i>
1.3.2	<i>Market Segmentation</i>
1.3.3	<i>Marketing-mix</i>
1.3.4	<i>Health Tourism Marketing</i>
1.4	BANK MARKETING
1.4.1	<i>The Banking Service. Bank marketing: features</i>
1.4.2	<i>Market Segmentation</i>
1.4.3	<i>Marketing Mix</i>
TEMA 2	INDUSTRIAL MARKETING
2.1	Definition and features
2.2	Marketing Planning process in industrial companies
2.3	Research in Industrial Marketing: Main Techniques
2.4	Segmentation and positioning in industrial markets
2.4.1	<i>KMA. Key Account Manager</i>
2.5	Marketing Mix
TEMA 3	INTERNATIONAL MARKETING
3.1	<i>Definition and evolution of International Marketing</i>
3.2	<i>Standardization vs Adaptation</i>
3.3	<i>International Environment</i>
3.4	<i>International market research</i>
3.5	<i>International market segmentation</i>
3.6	<i>Entry strategies for international markets</i>
3.7	<i>International positioning</i>
TEMA 4	POLITICAL AND SOCIAL MARKETING
4.1	POLITICAL MARKETING
4.1.1	<i>Definition</i>
4.1.2	<i>Political Market. Research procedures.</i>
4.1.3	<i>Segmentation</i>
4.1.4	<i>Marketing-mix</i>
4.1.5	<i>Election campaigns: design and development</i>
4.2	SOCIAL MARKETING
4.2.1	<i>Definition</i>
4.2.2	<i>Cause marketing and CSR</i>

4.2.3	<i>Green Marketing</i>
4.2.4	<i>Segmentation</i>
4.2.5	<i>Marketing-mix</i>
TEMA 5	SPORTS MARKETING
5.1	Definition
5.2	Main actors in the sports market
5.3	Segmentation
5.4	Marketing-mix
TEMA 6	FASHION MARKETING
6.1	Marketing / Fashion
6.1.1	<i>Fashion concept and features</i>
6.1.2	<i>Fashion Marketing</i>
6.1.3	<i>General Trends in Fashion Marketing</i>
6.2	Main actors in the Fashion Market
6.3	Segmentation
6.3.1	<i>Market Segmentation procedure</i>
6.3.2	<i>Market Segmentation strategies</i>
6.4	El Marketing-mix
TEMA 7	ONLINE MARKETING
7.1	Why do companies use the Internet? Direct and indirect benefits
7.2	E-Commerce : Advantages and disadvantages
7.3	Marketing-mix
TEMA 8	SENSORY MARKETING
8.1	The shopping experience
8.2	Neuromarketing and Sensory Marketing
8.3	The five senses as a sensory experience
8.4	POS (Point of Sale).

6. Metodología y recursos / *Methodology and Resources*

<p>Metodología general <i>Methodology</i></p>	<p>In order to reach course objectives and skills, the methodology of Sectorial Marketing is based on Basic Learning and Practice and Development Learning. In presential sessions the faculty will lead basic learning through theoretical currents covered in this course. Please note that we will not always have time cover every theme in-depth. Thus, the methodology we will adhere to is as follows: (1) presentation of theory-based topics, (2) knowledge-building grounded in course bibliography (general/specific) under the guidance of the Professor, and (3) discussion/debate and active student participation.</p> <p>The aim of Practice and Development sessions is to improve the learning process through analyzing in depth course topics. Autonomous learning is necessary. Students are expected to make good use of the following in order to successfully complete the course: explanations provided in class, course material available at the Campus Copy Center (Building no. 7 Building Celestino Mutis) and on the course WebCT site, as well as required and recommended bibliography. In-class presentations on each topic</p>
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	need not be exhaustive; students will have the opportunity to delve into the recommended bibliography and carry out in-depth analysis of cases during specific class sessions.
Enseñanzas básicas (EB) <i>General teaching</i>	
Enseñanzas prácticas y de desarrollo (EPD) <i>Theory-into-practice</i>	
Actividades académicas dirigidas (AD) <i>Guided academic activities</i>	

7. Criterios generales de evaluación / *Assessment*

Primera convocatoria ordinaria (convocatoria de curso) <i>First session</i>	<p>El 30% de la calificación procede de la evaluación continua. El 70% de la calificación procede del examen o prueba final. Those students who do not follow the continuous evaluation process, Practice and Development Learning, or do not achieve a pass grade (less than 5 points on a 10 point scale), can opt for 100% of their subject grade to be based on final repeat exam held in July. This final exam will test the student's complete knowledge and competencies of the course content.</p> <p>IMPORTANT, please note:</p> <ul style="list-style-type: none"> • For students officially enrolled in this course, continuous assessment obtained on Practice and Development Learning will be valid through final evaluation periods for the current academic year, but not for the following academic year. • All students enrolled in the course must turn in a fully completed photo card to the professor within the first two weeks of class (including a valid email address). • International exchange students (Socrates/Erasmus/PIMA) sit the same exams and are evaluated according to the same criteria as other students.
Segunda convocatoria ordinaria (convocatoria de recuperación) <i>Second session (to re-sit the exam)</i>	
Convocatoria extraordinaria de noviembre <i>Extraordinary November session</i>	<p>Se activa a petición del alumno siempre y cuando éste esté matriculado en todas las asignaturas que le resten para finalizar sus estudios de grado, tal y como establece la Normativa de Progreso y Permanencia de la Universidad.</p> <p>Se evaluará del total de los conocimientos y competencias que figuren en la guía docente del curso anterior, mediante el sistema de prueba única.</p>
Criterios de evaluación de las enseñanzas básicas (EB) <i>General teaching assessment criteria</i>	<p>Durante la evaluación continua: .</p> <p>Durante el examen o prueba final (1ª convocatoria): Students officially enrolled in this course will sit a Written Exam for Basic Learning assessment- worth 50% of the final mark-. Written Exam will consist in 5 short questions. A minimum mark of 5 (on a 10-point scale) must be achieved in order to pass the course. A score of 0/10 on either of the 5 short questions (due to leaving it blank or providing an unacceptable solution) will result in a FAIL mark on the Written Exam, and consequently, the course</p> <p>Durante el examen o prueba final (2ª convocatoria):</p>

<p> Criterios de evaluación de las enseñanzas prácticas y de desarrollo (EPD) <i>Theory-into-practice assessment criteria</i> </p>	<p> Durante la evaluación continua: Durante el examen o prueba final (1ª convocatoria): Practice and Development Learning -worth 50% of the final mark- will be assessed by means of continuous evaluation: a series of individual assignments completed in the time allotted to autonomous learning and group work carried out during class time allotted. Attendance and active participation will be considered when assessing students and assigning a final mark. Durante el examen o prueba final (2ª convocatoria): </p>
<p> Criterios de evaluación de las actividades académicas dirigidas (AD) <i>Criteria of assessment of guided academic activities</i> </p>	<p> Durante la evaluación continua: Durante el examen o prueba final (1ª convocatoria): Durante el examen o prueba final (2ª convocatoria): </p>
<p> Puntuaciones mínimas necesarias para aprobar la Asignatura <i>Minimum passing grade</i> </p>	<p> 1ª convocatoria: 2ª convocatoria: </p>
<p> Material permitido <i>Materials allowed</i> </p>	
<p> Identificación en los exámenes <i>Identification during exams</i> </p>	<p> En cualquier momento de la realización de una prueba de evaluación los profesores podrán requerir la acreditación de la identidad de cualquier estudiante, mediante la exhibición de su carnet de estudiante, documento nacional de identidad, pasaporte u otro documento válido a juicio del examinador. Si no lo hiciese, el estudiante podrá continuar la prueba, que será calificada solo si la documentación es presentada en el plazo que el examinador establezca. </p>
<p> Observaciones adicionales <i>Additional remarks</i> </p>	

Los estudiantes inmersos en un programa de movilidad o en un programa de deportistas de alto nivel, así como los afectados por razones laborales, de salud graves o por causas de fuerza mayor debidamente acreditadas, tendrán derecho a que en la convocatoria de curso se les evalúe mediante un sistema de evaluación de prueba única. Para ello, deberán comunicar la circunstancia al profesor responsable de la asignatura antes del fin del periodo docencia presencial.

Students enrolled in a mobility program or a program for high-level athletes, as well as students affected by work or serious health problems or reasons of force majeure duly accredited, will have the right to be evaluated during the first session through a single test evaluation system. To do this, they must report changes in their circumstances to the program coordinator before the end of the teaching period.

8. Bibliografía / Bibliography

<p>Book</p>	<ul style="list-style-type: none"> • Kotler, P. & Armstrong, G (2010) “Principles of Marketing. Global Edition”, 13th E., Pearson • Kotler, P. & Keller, K. L. (2009) “Marketing Management”, 13th Edition. Prentice Hall • John Beech & Simon Chadwick (2017) “The Marketing of Sport”, Pearson Education Limited. • Rodoula H. Tsiotsou & Ronald E. Goldsmith (2012) “Strategic Marketing in Tourism Services”, Emerald Group
<p>Lectures</p>	<ul style="list-style-type: none"> • “Class handouts and material available at the Campus Copy

Center or on the course WebCT site.”