



COURSE SYLLABUS

1. COURSE DESCRIPTION

Degree:	Administración y Dirección de Empresas (English teaching)
Double Degree:	
Course:	SECTORIAL MARKETING
Module:	VI: Marketing Research and Management
Department:	Business Organization and Marketing
Term:	Second term
Total Credits:	6
Year:	3rd-4th
Type of Course:	Elective
Course Language:	English

Teaching model:	C1	
a. General/background:		50%
b. Theory-into-practice/developmental knowledge-building		50%
c. Guided Academic Activities:		



COURSE SYLLABUS

2. COURSE COORDINATOR

Course coordinator: Miguel Ángel Ruz Mendoza

COURSE SYLLABUS

3. ACADEMIC CONTEXT

3.1. Course Description and Objectives

- Acquire an overview of the set of marketing-related problems faced by profit and nonprofit organizations alike.
- 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.

3.2. Contribution to the Training Plan

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.

3.3. Recommendations or Prerequisites

We recommend an active attitude and implication to students enrolled in this course, participating actively during classes. 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.

It is recommended, but not required, that students have taken the following subjects: Marketing Management I and II

It is mandatory the active participation of students in class.

COURSE SYLLABUS

4. SKILLS

4.1 Degree Skills Developed during this Course

- 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.

4.2. Module Skills Developed during this Course

- Grasp and apply Marketing concepts
- Learn to design trade policies, taking into account the strategic planning in the different Marketing extensions.

4.3. Course-specific Skills

- Apply the basic concepts and marketing strategies.
- Be aware of the different extensions of Marketing: Services, Industrial, Sports, Political, etc..

COURSE SYLLABUS

5. COURSE CONTENT (COURSE TOPICS)

UNIT 1: SERVICES MARKETING

* SECTORIAL MARKETING: INTRODUCTION

- 1.1. Definition.
- 1.2. Services: Distinctive features.
- 1.3. TOURISM MARKETING
 - 1.3.1. The tourism Service.
 - 1.3.2. Market Segmentation
 - 1.3.3. Marketing-mix.
 - 1.3.4. Health Tourism Marketing.
- 1.4. BANK MARKETING
 - 1.4.1. The Banking Service. Bank marketing: features.
 - 1.4.2. Market Segmentation.
 - 1.4.3. Marketing Mix.

UNIT 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. KMA. Key Account Manager.
- 2.5. Marketing Mix

UNIT 3: INTERNATIONAL MARKETING

- 3.1. Definition and evolution of International Marketing.
- 3.2. Standardization vs Adaptation.
- 3.3. International Environment
- 3.4. International market research.
- 3.5. International market segmentation
- 3.6. Entry strategies for international markets.
- 3.7. International positioning.
- 3.8. Marketing Mix.

COURSE SYLLABUS

UNIT 4: POLITICAL AND SOCIAL MARKETING

*** POLITICAL MARKETING**

- 4.1. Definition .
- 4.2. Political Market. Research procedures.
- 4.3. Segmentation.
- 4.4. Marketing-mix.
 - 4.4.1. Election campaigns: design and development.

*** SOCIAL MARKETING**

- 4.5. Definition.
 - 4.5.1. Cause marketing and CSR.
 - 4.5.2. Green Marketing.
- 4.6. Segmentation.
- 4.7. Marketing-mix.

UNIT 5: SPORTS MARKETING

- 5.1. Definition.
- 5.2. Main actors in the sports market.
- 5.3. Segmentation.
- 5.4. Marketing-mix.

UNIT 6: FASHION MARKETING

- 6.1. Marketing / Fashion.
 - 6.1.1. Fashion concept and features.
 - 6.1.2. Fashion Marketing.
 - 6.1.3. General Trends in Fashion Marketing.
- 6.2. Main actors in the Fashion Market.
- 6.3. Segmentation.
 - 6.3.1. Market Segmentation procedure.
 - 6.3.2. Market Segmentation strategies
- 6.4. El Marketing-mix.

UNIT 7: ONLINE MARKETING



COURSE SYLLABUS

- 7.1. Why do companies use the Internet? Direct and indirect benefits.
- 7.2. E-Commerce: Advantages and disadvantages.
- 7.3. Marketing-mix.

UNIT 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).



COURSE SYLLABUS

6. METHODOLOGY AND RESOURCES

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.

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 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.

COURSE SYLLABUS

7. ASSESSMENT

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.

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.

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.

IMPORTANT, please note:

- 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.

PLEASE NOTE: In compliance with Article 18, paragraphs 2 and 3 of the **NORMATIVA DE EVALUACIÓN DE LOS ESTUDIANTES DE GRADO DE LA UNIVERSIDAD PABLO DE OLAVIDE**, approved by the Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on May 27, 2014 (which is available on <https://upo.gob.es/opencms/AlfrescoFileTransferServlet?action=download&ref=29c3de26-80d5-43c0-a3b8-682187fe36f8>):



COURSE SYLLABUS

1. “With regard to essays or other homework, plagiarism and/or the use of unoriginal material — including information obtained from online sources— without explicit and proper citing (and, where required, the express permission of the author), may warrant a grade of FAIL for the module, in addition to any other applicable academic sanctions warranted by academic misconduct on the part of students. [...]
2. After consulting professors, students and any other university bodies deemed necessary, the Director of the Department responsible for the module in question will decide on the need for further measures including an official academic integrity hearing.”



COURSE SYLLABUS

8. BIBLIOGRAPHY

GENERAL READING

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.

SPECIFIC READING

Class handouts and material available at the Campus Copy Center or on the course WebCT site.

John Beech & Simon Chadwick (2007). The Marketing of Sport. Pearson Education Limited.

Rodoula H. Tsotsou & Ronald E. Goldsmith (2012). Strategic Marketing in Tourism Services. Emerald Group