

40107 - Industrial and Services Marketing

TEACHING PLAN

1. Basic description

Name of the course: Industrial and Service Marketing

Area: Marketing and Market Research

Profile: International marketing strategies

Academic year: 2022-2023

Term: 1st

Degree / Course: Bachelor's Degree in International Business and Marketing

Code: 40107

Number of credits: 4

Total number of hours committed: 100

Teaching language: English

Lecturer: Sergio M Gil

Timetable: [SIGMA Schedule](#)

Office hours: On demand

2. Presentation of the course

This is an intensive marketing course that focuses on developing a managerial mindset capable of designing business solutions that tackle real-life business challenges across different industries and sectors. Industrial and Service Marketing explores key issues in industrial marketing (as opposed to consumer marketing), service marketing (both B2B and B2C marketing), service and industrial product strategy, service design and delivery, and successful ways to manage them, as demonstrated by world-class companies. This intensive course places most emphasis on what is commonly referred to as marketing management of industrial companies as well as business-to-consumer services.

The main objective of the Industrial and Service Marketing course is to provide in-depth understanding of the critical details of industrial marketing management and consumer service marketing. This course aims to introduce students to the practical tools they will be able to apply in real-life situations.

The importance of the industrial marketplace for the Global economy should not be underestimated. On the other side, the service sector dominates national GDPs of many countries, accounting for up to 70%–80% of its value in some countries. Industrial companies also play an important and irreplaceable role by producing goods and services for other businesses, governments and institutions. Industrial companies are driving development of the emerging economies around the globe.

At the same time, there is a certain transfer of ideas in the marketing area between B2B and B2C markets, while some B2C markets are getting more and more “industrial-like” on their approach. During the course, we will discuss successful strategies followed by the best industrial and service companies. If comprehensive marketing strategies are not adopted, customer expectations might well not be met by companies, governmental agencies, institutions or individuals. We will also raise awareness of the differences in the marketing management process in the B2B marketplace (including B2G) while still focusing on the service perspective, with the customer centre stage.

3. Competences to be worked in the course

General competences	Specific competences
<p data-bbox="177 232 459 264">Instrumental competences</p> <p data-bbox="177 304 743 376">G.I.1. Ability to search, analyse, assess and summarise information.</p> <p data-bbox="177 416 643 448">G.I.4. Ability to tackle and solve problems.</p> <p data-bbox="277 488 464 519">Generic personal</p> <p data-bbox="177 560 544 591">G.P.6. Capacity to foresee events.</p> <p data-bbox="204 663 539 694">Generic systemic competences</p> <p data-bbox="177 734 520 766">G.S.3. Ability to think globally.</p> <p data-bbox="272 801 596 833">Competences for applicability</p> <p data-bbox="177 873 743 945">G.A.2. Ability to use quantitative criteria and qualitative insights when taking decisions.</p> <p data-bbox="177 985 743 1057">G.A.3. Ability to search and exploit new information sources.</p> <p data-bbox="177 1097 743 1169">G.A.5. Ability to understand an economic organisation with a global perspective.</p>	<p data-bbox="927 232 1209 264">Disciplinary competences</p> <p data-bbox="821 304 1449 376">E.D.11. Introduce basic marketing tools and capacitate for planning commercial strategies.</p> <p data-bbox="919 416 1201 448">Professional competences</p> <p data-bbox="821 488 1449 560">E.P.2. Ability to analyse economic and market indicators when taking decisions within the organisation.</p> <p data-bbox="821 600 1449 721">E.P.7. Illustrate businesses' activities in a practical way by visiting companies, inviting professionals to class sessions or developing and analysing case studies.</p> <p data-bbox="821 761 1449 833">E.P.8. Ability to take functional decisions within an organisation with international activity.</p> <p data-bbox="821 873 1449 945">E.P.11. Ability to analyse a foreign market and define product implementation strategies.</p> <p data-bbox="821 985 1449 1057">E.P.22. Ability to contrast knowledge obtained in the learning process and adapt it to real situations.</p>

The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- a. Competence to **comprehend knowledge, on the basis of general secondary education.**
- b. Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular, ability to develop and defend arguments and to solve problems.
- c. Competence to **gather and interpret** relevant **data**, enabling the development of critical judgements on the economic and social reality.
- d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialised and non-specialised public.
- e. Competence to **develop learning activities** in a relatively autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

Basic competence: **understanding of knowledge**

General competences G.A.2

Basic competence: **application of knowledge**

I. General competences G.S.3

II. Specific competences E.P.11

Basic competence: **gather and interpret data**

I. General competences G.I.1, G.P.6, G.A.3

II. Specific competences E.P.2

Basic competence: **develop learning activities**

I. General competences G.I.4

II. Specific competences E.P.22

Competences that shape graduates' professional profile which are not included under basic competences

In general, these competences combine the following key elements for sharpening students' professional profile in the area of international business and marketing:

Provide students with the capacity to adapt to dynamic teams and environments.

Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.

Provide students with the capacity to take complex decisions and carry out negotiation processes.

I. General competences G.I.4, G.A.5

II. Specific competences E.D.11, E.P.7, E.P.8

Learning outcomes

Students will be able to manage marketing strategies in a B2B (business-to-business) environment and in the context of services, and to evaluate and control the effects of established strategies.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to a hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

4. Contents

The course combines a number of business case discussions, lectures and exercises/simulations. It is important to focus on

in-class participation and, as the final-year elective course, the course aims to find operational applications for the conceptual aspects of marketing discussed in class. Students should be aware that they will be required not only to discuss cases conceptually during the seminars, but also to prepare and submit structural analyses for certain business cases and exercises. In these analyses, they will be asked to apply fundamental qualitative and quantitative tools in detail.

Following the process of marketing management in organisations, this course is divided into 4 main areas:

1. Foundations of Industrial and Service Marketing
2. Marketing Analysis of Industrial and Service Markets
3. Creating and Capturing Value
4. Sustaining Value: Customer Acquisition, Retention and Growth

Key focus areas of the course will be split into 9 topics described in greater detail below:

Topic 1	<p>Foundations of Industrial Marketing</p> <p>Understanding differences in consumer vs. industrial marketing; impact of technology on marketing industrial products; types of customers and providers in the B2B environment.</p>
Topic 2	<p>Peculiarities of Marketing Analysis of Industrial Markets</p> <p>Analysing the organisational environment and its impact on industrial; understanding demand in industrial markets; company analysis and MC; role of collaborations.</p>
Topic 3	<p>Peculiarities of Marketing Analysis of Industrial Markets</p> <p>Understanding industrial customers, the buying process and behavior.</p>
Topic 4	<p>The basis of Industrial Marketing development:</p> <p>Segmentation, Targeting and Positioning in Industrial companies.</p>
Topic 5	<p>Product development and distribution in the Industrial environment</p> <p>New product development; the marketing of High technology products; the importance of distribution on industrial markets. Pricing on competitive bids</p>
Topic 6	<p>Foundations of Service Marketing</p> <p>Understanding differences in service vs. product marketing; impact of technology on marketing of services; building expanded marketing mix model of service marketing; Distinctive aspects of services management</p>
Topic 7	<p>Managing Service Delivery and Performance</p> <p>Designing the service process; balancing demand and capacity; employee's role in service delivery; customer's involvement in service delivery; Managing service encounters; Service Leadership</p>

Topic 8	Service Marketing Strategy Implementation Managing relationships and building loyalty; service failures and recoveries; Complaint handling and service recovery. Pricing services.
Topic 9	Improving Quality and Productivity of a Service What is service quality?; customer expectation vs. perceptions of services; defining, measuring and improving quality and productivity.

5. Assessment

The course grade will be determined by assessing students' performance in the following aspects:

Individual class participation

Preparation of case-studies in groups
Surprise quiz

Final exam

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Weight %
		Mandatory	Optional	Lecturer	Self-assessment	Co-assessment		Individual	Group	
Class participation	Continuous	X		X			Participation in case discussion and submission of exercises	X		10
Homework completion	Lectures and seminars if graded	X		X			Submission of case discussion and exercises		X	25
Final exam (essay-type questions)	Exam week	X		X			Exam: essay questions	X		35
Mid Term quiz (essay-type questions)	By mid course	X		X			Quiz: essay questions	X		30

Students **must take the final exam** if they want to receive a quantitative course evaluation. Students who do not sit the final exam will receive a ?No Show? grade.

Students who resit their final exam will keep their grades from the other assessments (which make up 80% of the overall grade).

Working competences and assessment of learning outcomes:

	GI1	GI4	GP6	GS3	GA2	GA3	GA5	EP2	EP7	EP8	P11	EP22	ED11	Learning
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															outcomes
Seminars															
Class participation	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Mid Term quiz	X	X	X	X	X	X	X	X		X	X	X		X	
Lectures															
Class participation (groups)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Final Exam	X	X	X	X	X	X	X	X		X	X	X		X	

Any students found copying and/or plagiarising work, in whole or in part, will fail the subject. They will receive a final grade of zero and will not be allowed to take the make-up exam. In accordance with the UPF Disciplinary Rules and Regulations for Students, other additional sanctions may apply depending on the seriousness of the offence.

6. Bibliography and teaching resources

Basic bibliography:

- Chris Fill & Scot McKee *Business Marketing Face to Face: The Theory and Practice of B2B Marketing*, Goodfellow Publishers Ltd, 2011 ISBN: 978-1-906884-54-3
- Jochen Witz & Christopher Lovelock *Essentials of Services Marketing, Global Edition* Pearson Education 2017 ISBN: 978-1-292-08995-9

Supplementary bibliography:

Articles and cases will be made available during the course.

Teaching resources:

PowerPoints will be made available after each class (AULA-ESCD).

7. Methodology

Lectures

Students are expected to be prepared and to participate actively in class discussions and exercises. Before class they should have read the material related to the content of the session, as set out in Section 8.

Seminars

Preparation for the seminars is extremely important and participation is graded (see Section 5 for more details). Students will have to analyse case studies, participate in discussions and prepare structural written analyses of special case assignments (in groups).

- Preparation of the case study analysis should be done individually and/or in groups of **max. 3 people**. Preparation of analysis requires not only reading the case study, but also trying to answer the questions and provide **well-thought-out** and **convincing** solutions to the business problems encountered. Strong emphasis should be given to the development of qualitative and **quantitative** (e.g. calculations of break-even points, etc.) arguments, when applicable.
- Class participation will be graded and will depend on the **quality** of comments/responses to the questions, as well as the **relevance of the comment** to the current discussion in a class.

Seminars

IN CLASSROOM	DIRECTED (OUTSIDE CLASSROOM)	AUTONOMOUS
<p>Lecturer:</p> <ul style="list-style-type: none"> Lecturer's exposition Doubts and queries resolved <p>Student:</p> <ul style="list-style-type: none"> Case study discussions Group presentation of practical exercise Surprise quiz Final exam 	<p>Lecturer:</p> <ul style="list-style-type: none"> Reading and assessment of special case study reports <p>Student:</p> <ul style="list-style-type: none"> Participation in practical exercise in groups Preparation of group presentation 	<p>Student:</p> <ul style="list-style-type: none"> Reading of material and case studies before class Preparation of the written report of the special cases Personal individual study of the subject Preparation for the final exam

8. Scheduled activities

- Allocation of hours between theory and practical lessons (based on the number of credits in the curriculum): 2 h of lecture and 1 h of seminar per week, amounting to 30 h (seminars start after a week of classes)
- Scheduling activities under the curriculum. In the classroom: lecture classes, seminars
Outside the classroom: group work, Individual work (reports, exercises, etc.), independent study

Week	Activity in the classroom Grouping/ type of activity	Duration, hours	Activity outside the classroom Grouping/type of activity	Duration, hours
Week 1	<p>Lecture: Intro to Industrial markets. B2B vs B2C markets</p> <p>Seminar: Discussion of articles to be read</p>	3	<p>Lecture: Study topic of the week and read articles</p> <p>Seminar: Reading articles to be discussed</p>	3
Week 2	<p>Lecture: Industrial Company Analysis and environment</p> <p>Seminar: Discussion of the task of the week</p>	3	<p>Lecture: Study topic of the week and read articles. Revision of case-study of the past week</p> <p>Seminar: Discussion preparation, qualitative analysis</p>	7
Week 3	<p>Lecture: Understanding industrial consumers and buying process</p>	3	<p>Lecture: Study topic of the week and read articles. Revision of case-study of the past week</p>	7

	Seminar: Case-study TBD (in groups)		Seminar: Case study preparation, working in groups	
Week 4	Lecture: Segmentation, Targeting and Positioning. Seminar: Discussion of case TBD (Group)	2	Lecture: Study topic of the week and read articles. Revision of case-study of the past week. Seminar : Case study preparation, , working in groups	8
Week 5	Lecture: Product Development and Distribution Seminar: Discussion of the articles and case study <i>TBD</i>	3	Lecture: Study topic of the week and read articles, working in groups Seminar: Case study preparation	7
Week 6	Lecture: Possible invited speaker if course development is adequate Mid term quiz Seminar: Discussion of the articles and case study <i>TBD</i>	3	Lecture : Study topic of the week related to speaker presentation Seminar: case study preparation	7
Week 7	Lecture: Foundations of Service Marketing Differences service vs product marketing Seminar: Discussion of the articles to be read	3	Lecture: Study topic of the week, working in groups and read articles Seminar: Case study preparation	5
Week 8	Lecture: Service process and SERVQUAL approach Seminar: Discussion of the articles and the SERVQUAL approach examples	3	Lecture: Study topic of the week, working in groups Seminar: Discussion preparation, qualitative analysis, working individually	5
Week 9	Lecture: Improving quality and Productivity of a Service Business Seminar: Discussion of the articles and case	3	Lecture: Study topic of the week and read articles, working in groups	5

	TBD		Seminar: Reviews of case studies.	
Week 10	Lecture: Wrap up lecture and Q&A	3	Seminar: Review of lecture notes and materials	8
Week 11	Lecture: Wrap-up lecture and Q&A	1	Seminar: Review lecture notes and materials	6
Exam week			Final exam	2