

Module: Marketing by Sectors**SPECIALISED**

- ▶ Department: Marketing run by ESCOEX International Business School,
- ▶ Status: Specialised Business & Marketing
- ▶ Credits: 10
- ▶ Level 6
- ▶ Pre-Requisites: Marketing Management Organiser: Sara Carabella

Overall Aims and Purpose

The purpose of this module is to enhance the student's ability to expand their marketing knowledge to the different sectors that are most relevant to current business activity and where they are likely to find themselves upon graduation.

Learning Outcomes

On successful completion of this module the student will be able to:

1. Know how to apply the different marketing Tools according to the specialisation of the sector or market in question.
2. Fully understand and be able to apply the different concepts of the marketing plan to each of the sectors.

Indicative Content

1) MARKETING FOR TOURISM	MODULE 1
2) MARKETING FOR DISTRIBUTION SECTOR	MODULE 2
3) MARKETING FOR FINANCIAL SECTOR	MODULE 3
4) MARKETING FOR INDUSTRIAL SECTOR	MODULE 4
5) MARKETING MULTISECTORIAL	MODULE 5

Assessment Methods

1 assignment worth 100% of the grade. Groups of 2 – 3 students. Written document 70% (minimum 10,000 words), oral presentation 20%, peer assessment 10%.

Teaching and Learning Strategy

Classes will be divided in 5 modules indicated in the program. Classes will be practical. The student will be given enough material including real company marketing plans so the student can have a basis from which to work from.

100 notional learning hours comprising 56 hours classroom-based and 44 hours tutor-directed student learning.

Key Skills Taught

D1: Communication and presentation skills including audio, oral and written, using a range of methods

D2: Numeracy, computing & information technology skills; this requires familiarity with a range of business data, research sources and appropriate methodologies

D3: Interactive and group skills including team projects and presentations; leadership, team building, influencing and project management skills together with skills of effective listening, negotiating, persuasion and presentation

D4: Problem solving skills including identifying, formulating and solving business problems; the ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations

D5: The ability to self-appraise and reflect on practice including the development of skills associated with critical reflection

D6: The ability to plan and manage learning in terms of time, behaviour, motivation, self-starting, individual initiative and enterprise

Indicative Reading

Essential Reading:

- Cubillo Pinilla, JM, Blanco González, A, (2014), *Estrategias de Marketing Sectorial*, Madrid: ESIC Editorial.
- Escalona, N, (2015), *Comunicación de Instituciones Públicas*, Barcelona: Editorial UOC.
- Iglesias, A, (2016), *Distribución y Logística*, Madrid: ESIC Editorial.
- Ojeda García, CD, Mármol Sinclair, P, (2016), *Marketing Turístico*, Madrid: Ediciones Paraninfo.
- Rey Moreno, M, (2014), *Fundamentos de Marketing Turístico*, Madrid: Ed. Síntesis.
- Rivera Camino, J, Garcillán, M, (2014), *Marketing sectorial: principios y aplicaciones*, Madrid: ESIC Editorial.

Recommended Reading:

- Dwyer, FR, Tunner, JF (2006), *Marketing industrial: Conexión entre la estrategia, las relaciones y el aprendizaje*, Editorial McGraw-Hill, México
- Kotler, P, Bowen, J, Makens, J (2007), *Marketing for hospitality and tourism*, Ed. Prentice Hall, Madrid
- Salvador Victoria Más, J (2005), *Restructure of the advertising system*, Ed. Ariel, Barcelona
- Cantallops, A (2003), *Marketing turístico*, Ed. Pirámide, España
- Bigné, JE, Font, X, Andreu, L (2002) *Marketing de destinos turísticos: análisis y estrategias de desarrollo*, Editorial ESIC, España
- OMT - Organización mundial de turismo, Promoción del turismo en mercados extranjeros, Editorial OMT, (2006)
- Sundardas Mirchandani, A (2005), *Marketing financiero: nuevas estrategias para el siglo XXI*, Editorial McGraw-Hill, España

Journals: Harvard Deusto Business Review, Marketing & Ventas, El diario de la publicidad.

Websites:

www.fiturnews.com, megustaelturismo.es, www.isaacvidl.blogspot.com, www.turismo20.net/euskadi, citymarketing.biz, www.rethink.es, www.travolution.co.uk, www.esmadrid.com/madridtravelthink, www.turismocanarias2020.es, www.pauiglesias.com/2005/07/03/marketing-sectorial