



POLITÉCNICA

INTERNATIONAL
CAMPUS OF
EXCELLENCE

COORDINATION PROCESS OF
LEARNING ACTIVITIES
PR/CL/001



E.T.S. de Ingenieros
Industriales

ANX-PR/CL/001-01

LEARNING GUIDE

SUBJECT

53001524 - Industrial And International Marketing

DEGREE PROGRAMME

05BD - Master Universitario En Ingenieria De La Organizacion

ACADEMIC YEAR & SEMESTER

2021/22 - Semester 1

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1. Description

1.1. Subject details

Name of the subject	53001524 - Industrial And International Marketing
No of credits	3 ECTS
Type	Optional
Academic year of the programme	Second year
Semester of tuition	Semester 3
Tuition period	September-January
Tuition languages	English
Degree programme	05BD - Master Universitario en Ingenieria de la Organizacion
Centre	05 - Escuela Tecnica Superior De Ingenieros Industriales
Academic year	2021-22

2. Faculty

2.1. Faculty members with subject teaching role

Name and surname	Office/Room	Email	Tutoring hours *
Jose Javier Romero Ruiz (Subject coordinator)	Admon Empresas	javier.romero@upm.es	M - 17:30 - 19:30

* The tutoring schedule is indicative and subject to possible changes. Please check tutoring times with the faculty member in charge.

3. Prior knowledge recommended to take the subject

3.1. Recommended (passed) subjects

The subject - recommended (passed), are not defined.

3.2. Other recommended learning outcomes

- Basic Marketing Knowledge

4. Skills and learning outcomes *

4.1. Skills to be learned

CB06 - Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación

CB08 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios

CB10 - Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo

CE03 - Identificar y caracterizar las implicaciones económicas y estratégicas de las decisiones empresariales

CG06 - Conocer y aplicar las principales tramas conceptuales (frameworks) para el desarrollo de la estrategia de una organización y la gestión de los procesos de diseño, de gestión de la información y cambio de dicha organización

CG07 - Modelar diferentes problemas de diseño de las organizaciones, conocer y seleccionar técnicas de Ingeniería de Organización apropiadas, así como obtener, comunicar, discutir y aplicar los resultados correspondientes

CT04 - Trabaja en equipo. Habilidad para trabajar en equipos multidisciplinares

CT05 - Resuelve. Habilidad para identificar, formular y resolver problemas de ingeniería

CT06 - Es responsable. Comprensión de la responsabilidad ética y profesional

CT07 - Comunica. Habilidad para comunicar eficazmente

CT08 - Entiende los impactos. Educación amplia necesaria para entender el impacto de las soluciones ingenieriles en un contexto social global

CT12 - Es bilingüe. Capacidad de trabajar en un entorno bilingüe (inglés/español)

CT13 - Planifica. Organización y planificación en el ámbito de la empresa, y otras instituciones y organizaciones de proyectos y equipos humanos

CT14 - Idea. Creatividad

4.2. Learning outcomes

RA29 - Dominar habilidades y técnicas específicas de trabajo en equipo y de dirección y gestión de equipos

RA12 - Comprender y evaluar los efectos de la incorporación de las Tecnologías de la Información y las Comunicaciones (TIC) en todos los niveles de la organización

RA56 - Entender y conocer las diferencias entre el mercado de gran consumo (business to consumer) y el dirigido a clientes institucionales (business to business).

RA54 - Entender el análisis de mercado, comportamiento de una organización de compras, la gestión de relación con los clientes, la gestión de la cadena de suministro y el los elementos de las estrategia de marketing para acceder a los clientes institucionales.

RA55 - Entender los aspectos claves del diseño de producto, su ciclo de vida, los programas de comunicación, la estrategia de precios y la promoción.

RA1 - Elegir y aplicar técnicas de análisis exploratorios de grandes bases de datos

RA49 - Identificar, analizar y definir estrategias de marketing industrial en contextos globales

* The Learning Guides should reflect the Skills and Learning Outcomes in the same way as indicated in the Degree Verification Memory. For this reason, they have not been translated into English and appear in Spanish.

5. Brief description of the subject and syllabus

5.1. Brief description of the subject

The course "Industrial and International Marketing" provides the necessary knowledge to understand marketing directed at institutional clients (business to business) and allows to know the differences with marketing directed at people (business to consumer). Within this type of institutional clients are other companies, public administration and non-profit organizations.

It also allows to know the tools to propose the strategy that allows access to this type of institutional clients.

5.2. Syllabus

1. Introduction to industrial and international marketing
2. The Business Market
3. Business Marketing Channels
4. Prices and Products strategy
5. Business marketing communications

6. Schedule

6.1. Subject schedule*

Week	Face-to-face classroom activities	Face-to-face laboratory activities	Distant / On-line	Assessment activities
1			Presentation and introduction to the subject Duration: 01:00 Lecture Presentation of B2B Marketing Simulator Duration: 01:00 Laboratory assignments	
2			1. Introduction to industrial and international marketing Duration: 02:00 Lecture	
3			2. Business Marketing Channels Duration: 01:00 Lecture	Evaluation of classroom work: Chapter 1 Group presentation Continuous assessment Presential Duration: 01:00
4			2. Business Marketing Channels Duration: 02:00 Lecture	
5			2. Business Marketing Channels Duration: 02:00 Lecture	
6			3. The Business Market Duration: 01:00 Lecture	Evaluation of classroom work: Chapter 2 Group presentation Continuous assessment Presential Duration: 01:00
7			3. The Business Market Duration: 02:00 Lecture	
8			3. The Business Market Duration: 02:00 Problem-solving class	
9			4. Prices and Products strategy Duration: 01:00 Lecture	Evaluation of classroom work: Chapter 3 Group presentation Continuous assessment Presential Duration: 01:00
10			4. Prices and Products strategy Duration: 02:00 Lecture	

11			4. Prices and Products strategy Duration: 01:00 Lecture	
12			5. Business marketing communications Duration: 01:00 Problem-solving class	Evaluation of classroom work: Chapter 4 Group presentation Continuous assessment Presential Duration: 01:00
13			5. Business marketing communications Duration: 01:00 Lecture	Evaluation of classroom work: Chapter 5 Group presentation Continuous assessment Presential Duration: 01:00
14				Evaluation of B2B Marketing Simulator Group presentation Continuous assessment Presential Duration: 01:00 Written exam: Chapters 1,2,3,4 y 5 Written test Continuous assessment Presential Duration: 01:00
15				
16				
17				Final written exam Written test Final examination Presential Duration: 02:00

Depending on the programme study plan, total values will be calculated according to the ECTS credit unit as 26/27 hours of student face-to-face contact and independent study time.

* The schedule is based on an a priori planning of the subject; it might be modified during the academic year, especially considering the COVID19 evolution.

7. Activities and assessment criteria

7.1. Assessment activities

7.1.1. Continuous assessment

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
3	Evaluation of classroom work: Chapter 1	Group presentation	Face-to-face	01:00	10%	5 / 10	CT04 CB10 CT07 CT12
6	Evaluation of classroom work: Chapter 2	Group presentation	Face-to-face	01:00	10%	5 / 10	CT04 CB10 CT07 CT12
9	Evaluation of classroom work: Chapter 3	Group presentation	Face-to-face	01:00	10%	5 / 10	CE03 CT04 CB10 CT07
12	Evaluation of classroom work: Chapter 4	Group presentation	Face-to-face	01:00	10%	5 / 10	CT04 CB10 CT07
13	Evaluation of classroom work: Chapter 5	Group presentation	Face-to-face	01:00	10%	5 / 10	CT04 CB10 CT07 CT12
14	Evaluation of B2B Marketing Simulator	Group presentation	Face-to-face	01:00	30%	5 / 10	CE03 CT04 CT07
14	Written exam: Chapters 1,2,3,4 y 5	Written test	Face-to-face	01:00	20%	5 / 10	CE03

7.1.2. Final examination

Week	Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
17	Final written exam	Written test	Face-to-face	02:00	100%	5 / 10	CE03 CB10 CT07 CT12

7.1.3. Referred (re-sit) examination

Description	Modality	Type	Duration	Weight	Minimum grade	Evaluated skills
Examen extradionario	Written test	Face-to-face	02:00	100%	5 / 10	CT12 CE03 CB10 CT07

7.2. Assessment criteria

Types of evaluation:

- A. Continuous Assessment (EC). The student who does not pass the continuous assessment will go to the final exam in January
- B. Evaluation by final exam. Taking the final exam in January. The student who does not pass this evaluation will pass the extraordinary exam
- C. Extraordinary exam evaluation.

Choice of type of evaluation:

Students who do not opt for continuous assessment and wish to take the final exam in January directly must notify the coordinator of the subject in writing (javier.romero@upm.es)

Continuous assessment:

- Evaluation of classroom work and participation: 50%
- Evaluation of B2B Marketing Simulator: 40%
- Written exam: Chapters 1, 2, 3, 4, 5 - 10%

Final exam (if EC is not chosen):

- Written exam: 100% (minimum grade 5)

-Extraordinary exam:

- Written exam: 100% (minimum grade 5)

8. Teaching resources

8.1. Teaching resources for the subject

Name	Type	Notes
MOODLE PLATFORM:: Industrial and international marketing	Web resource	Se utiliza para poner a disposición del alumnos el material presentado en clase y para la entrega de los ejercicios y casos prácticos.
Business Marketing Management: B2B - Hutt/Speh - EMEA Edition, 1st Edition	Bibliography	 Libro recomendado
Industrial Marketing Strategy 2/e - Frederick E. Webster Jr.	Bibliography	
B2B Marketing Simulator	Web resource	Simulador B2B de Harvard: Managing Segments and Customers

9. Other information

9.1. Other information about the subject

The subject is related to SDG8 "Promote inclusive and sustainable economic growth, employment and decent work for all" and SDG9 "Build resilient infrastructure, promote sustainable industrialization and foster innovation."