

**Number of ECTS credits :** 5

**Course language :** Français , Anglais

**Course responsible :** VYAS Hitesh

**Teachers :** ALAMI Zineb , BLANCHETIERE Béatrice , BLANCHO Corinne , DENIS Emmanuelle , DEVYS Delphine , GARNIER Caroline , GUEPEROUX Erwann , SCHNAPPAUF Judith , VYAS Hitesh

## ≡ COURSE DESCRIPTION

The course " sectorial marketing " approaches the marketing specificities of certain business sectors, as well as the consideration of new dimensions of marketing (sustainable development, social responsibility of the company).

The marketing B to B consists in selling products and services to other companies or organizations. B to B is characterized by its complex environment, a heterogeneous clientele, active customers upstream and downstream to the business. The process of purchase includes numerous actors with diverse motivations, different from those of the particular consumer.

Considering these peculiarities, it is essential to analyze the specificities of B to B, sector which constitutes an outlet important for our graduates.

The course approaches the themes of the buyer B to B, marketing studies and segmentation of markets B to B, of the strategic positioning of the offer and the operational translation of the strategic choices (marketing plan, marketing mix). These various subjects are also approached within the framework of the parts of the course dedicated to the services marketing, in the marketing of associations and NGO(NON-GOVERNMENTAL ORGANIZATION).

Finally,

## ≡ COURSE OBJECTIVES

To do the synthesis of the courses of first year : « Marketing surveys » and «Operational Marketing» and discover some sectors (industry, services, etc.) and new approaches of marketing.

At the end of the course, you will be able to:

- Understand the marketing specificities of different sectors.
- Elaborate a strategic plan and an operational plan for companies of those sectors
- Understand some new approaches in marketing

## ≡ LEARNING GOALS

**LO01 - Analysis :** Make use of critical analysis/critical thinking skills

**LO02 - Analysis :** Analyse complex situations

**LO07 - Entrepreneurship and Innovation :** Identify needs and draw up an appropriate offer

**LO10 - CSR :** Identify and understand stakeholder interests

**LO15 - Cooperation :** Act with flexibility, adaptability and intellectual curiosity

## ≡ TACKLED CONCEPTS

Concepts developed for each of the following fields:

- Industrial and B TO B Marketing
- Services Marketing
- Marketing of Non-profit organizations and NGO(NON- GOVERNMENTAL ORGANIZATION)
- Marketing and SRC / SD
- strategic analysis,
- SWOT
- Segmentation
- Target
- Positioning
- operational marketing plan
- marketing mix,
- etc.

## ≡ LEARNING METHODS

Work of preliminary discovery of every sector by the groups. Handing-in of a report of 3 pages by every group. Presentation of the Marketing specificities of every "sector", study of a case, group work, presentations, debriefing

## ≡ ASSIGNMENTS

Preparation of the courses, preparation of the cases (group work),

synthetic reports, presentation about selected topics, interview presentations of marketing professionals

## ≡ BIBLIOGRAPHY

Le Marketing industriel, Bozzo C., Dunod, 2007  
Marketing business to business, Malaval P., Benaroya C. Pearson Education, 2009.  
Marketing des services, Lapert D., Dunod, 2009  
Marketing et communication des associations, Gallopel-Morvan K., Birambeau P., Larceneux F., Rieuner S., Dunod 2008.  
Marketing et développement durable / J-M. Moutot, G.Bascoul  
Principles of Services marketing, Palmer A., Mc Graw Hill, 2008  
Business marketing management, B2B, HUTT, Michael D. ; SPEH, Thomas W. SOUTH-WESTERN PUBLISHING

## ≡ EVALUATION METHODS

**100 %** : Contrôle continu

## ≡ SESSIONS

### **1 Industrial and B2B marketing**

LECTURE : 00h00

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Before the course, the student prepares the session by readings on the studied theme  
Industrial Marketing / B to B  
Fundamentals and Specificities of the sector  
Behaviour of industrial or B to B buyer  
Industrial / B to B market studies  
Market segmentation and targeting  
Positionning  
Marketing Plan  
Marketing mix  
Launch of the case study

### **2 Industrial and B2B marketing**

LECTURE : 00h00

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Groups work on the case. Coaching by the instructor

### **3 Industrial and B2B marketing**

LECTURE : 00h00

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Presentations of three groups selected by the instructor  
Debriefing of the case

### **4 Services marketing**

LECTURE : 00h00

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Before the course, the student prepares the session by readings on the studied theme  
Services Marketing  
Fundamentals and Specificities of the sector  
Behaviour of professional Services buyer  
Services market studies  
Market segmentation and targeting  
Positionning  
Marketing Plan  
Marketing mix  
Launch of the case study

### **5 Services Marketing**

LECTURE : 00h00

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Groups work on the case. Coaching by the instructor

**6****Services marketing**

LECTURE : 00h00

Presentations of three groups selected by the instructor  
Debriefing of the case

**7****Marketing of Non-profit organizations and NGO**

LECTURE : 00h00

Before the course, the student prepares the session by readings on the studied theme  
Marketing of Non-profit organizations and NGO  
Fundamentals and Specificities of the sector  
Behaviour of professional buyer  
Market studies  
Market segmentation and targeting  
Positionning  
Marketing Plan  
Marketing mix  
Launch of the case study

**8****Marketing of Non-profit organizations and NGO**

LECTURE : 00h00

Groups work on the case. Coaching by the instructor

**9****Marketing of Non-profit organizations and NGO**

LECTURE : 00h00

Presentations of three groups selected by the instructor  
Debriefing of the case

**10****Marketing and SRC / SD**

LECTURE : 00h00

Before the course, the student prepares the session by readings on the studied theme  
Marketing and SRC / SD  
Fundamentals and Specificities of the sector  
Principles of SRC / SD  
Market studies  
Market segmentation and targeting  
Positionning  
Marketing Plan  
Marketing mix  
Launch of the case study

**11****Marketing and SRC / SD**

LECTURE : 00h00

Marketing and SRC / SD  
Groups work on the case. Coaching by the instructor

**12****Marketing and SRC / SD**

LECTURE : 00h00

Marketing and SRC / SD  
Presentations of three groups selected by the instructor  
Debriefing of the case