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UNIVERSITAT POLITÈCNICA
DE CATALUNYA
BARCELONATECH

SALES AND COMMERCIAL MANAGEMENT

CONNECTING WITH THE MARKET. TEACHING GUIDE

[2021-22]

GENERAL DETAILS

Name of the module:	Connecting with the Market
Academic Year:	2021-2022 Second quarter
Degree:	MASTER'S PROGRAM IN COMMERCIAL MANAGEMENT AND MARKETING
Number of credits (ECTS):	4
Date of latest revision:	July 2021
Lecturers In Charge:	Ms Elena Madrid Mr Jordi Gili

1. GENERAL DESCRIPTION

The content is structured in two modules: Connecting marketing and sales, and Sales and social networks.

The first module aims for students to know the main concepts of marketing and to be able to carry out or assess a marketing action plan quickly and practically. We will also work from a very practical and dynamic perspective on the importance of coordinating sales and marketing activities in order to achieve better results.

The second module is an introduction to social networks tools so that students who seek to develop professional sales activity can obtain related digital knowledge and take advantage of digital tools and social networks, both for the detection of qualified leads and for customer monitoring and analysis.

2. OBJECTIVES

- Know the differences between B2B and B2C marketing.
- Be able to create a marketing plan.
- Know different B2B marketing strategies and tactics.
- Know the different tools on the market for the automation and optimization of marketing activities.
- Know about a business model based on the management of distributors.
- Know about and use the most relevant social networks for commercial use.

- Take advantage of new digital tools.
- Get qualified leads.
- Follow up with prospects and customers through social networks.
- Generate indirect content linked to the brand to capture leads.

3. CONTENTS

UNIT 1. B2B Marketing vs. B2C Marketing

UNIT 2. Marketing strategies and tactics

UNIT 3. Tools for the automation and optimization of marketing activities

UNIT 4. Marketing with distributors

UNIT 5. Social networks

UNIT 6. Inbound marketing

UNIT 7. Social selling and digital selling

UNIT 1. B2B Marketing vs. B2C Marketing

Learning outcome

Once this subject is brought to light in class and worked on, students will be able to:

- Be able to identify the differences between B2B and B2C marketing.

Contents

1. What is B2B marketing?
2. Examples of activities in B2B and B2C companies.

UNIT 2. Marketing strategies and tactics

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Know what are the best marketing tactics to achieve your business objectives.

Contents

1. What is the Customer Journey?
2. Differences between inbound and outbound marketing.
3. Content creation according to DAMs.
4. Email marketing – segmentation.
5. Web.
6. Social networks.
7. In-person and online events.
8. Account Based Marketing (ABM).

UNIT 3. Tools for the automation and optimization of marketing activities

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Know which are the best marketing tools available on the market.

Contents

1. CRM.
2. Marketing Automation.
3. Social networks.

UNIT 4. Marketing with distributors

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Know what are the characteristics of a business model with distributors.

Contents

1. Brand/alignment protection.
2. Co-creation of marketing plans.

UNIT 5. Social networks

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Differentiate the ideal social networks to attract qualified leads in your sector.
- Work professionally with tools like LinkedIn or Twitter.

Contents

1. Introduction to social networks.
2. LinkedIn for salespeople.
3. Twitter for salespeople.

UNIT 6. Inbound marketing

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Know and apply inbound marketing techniques for B2B sales.

Contents

1. The 3 pillars: Social Networks, contents, SEO.
2. Sales funnel.
3. Capture of qualified leads.
4. Content creation.

UNIT 7. Social selling and digital selling

Learning outcome

Students, after studying the chapter and doing the exercises, will be able to:

- Apply social and digital selling techniques.
- Work with digital tools in the sales process.
- Capture and work with qualified leads.

Contents

1. Social and digital selling
2. Digital tools.
3. Capture of qualified leads.

4. TEACHING AND LEARNING METHODOLOGY

The experiential learning process at Euncet Business School combines a set of methodologies that allow the participant to achieve in a practical and innovative way the competencies of the professional exit profile established in an executive program.

The teaching and learning methodology is developed from brief theoretical explanations that introduce examples and cases that facilitate the immediate application of the contents covered in each topic to the job. The deployment of the Learning by doing model, based on experiential training, enables action-oriented learning to be obtained.

This is carried out through participation in class and the exchange of experiences among the attendees, as well as through exercises and dynamics of diverse impact. This approach promotes the analysis and resolution of the contents of the subjects, taking into account different viewpoints, making this a highly didactic formula for understanding and assimilating each topic.

5. ASSESSMENT

The Master's Program in Commercial Management and Marketing is based on a competency assessment model. The student's progress in achieving the objectives set out in the study program is assessed through reflection and analysis of practical cases and a test.

The final grade for the subject will be calculated by making the arithmetic mean of the marks obtained in the two proposed evaluable activities.

6. BIBLIOGRAPHY

6.1. BASIC BIBLIOGRAPHY

- Gili, Jordi. ***Sell! with LinkedIn: Disruptive strategies for selling business to business***. Carolina del Sur: CreateSpace Amazon, 2012. ISBN-10: 1481261711.
- Halligan, Brian; Shah, Dharmesh. *Inbound marketing: get found using Google, social media, and blogs*. Hoboken: Wiley, 2010. ISBN 9780470499313.

- Kotler, Philip; Armstrong, Gary. *Principles of marketing*. 17.^a ed. Madrid: Pearson, 2018. ISBN 9788490356128.
- Kotler, Philip; Kartajaya, Hermawan; Setiawan, Iwan. *Marketing 3.0*. 4.^a ed. Madrid: LID, 2018. ISBN 9788483568439.
- Leboff, Grant. *Digital selling: how to use social media and the web to generate leads and sell more*. London: Kogan Page, 2016. ISBN 9780749475079.
- Ross, Aaron; Tyler, Marylou. *Predictable Revenue*. Californian: PebbleStorm, Inc., 2011.
- Shanks, Jamie. *Social selling mastery: scaling up your sales and marketing machine for the digital buyer*. Hoboken: Wiley, 2016. ISBN 9781119280736.
- Vaynerchuk, Gary. ***Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World***. New York: Harper Business, 2013. ISBN: 9780062273062.

6.2. FURTHER READING

- Godin, Seth. *Purple Cow*. Miami: Penguin Random House, 2009. ISBN 9781591843177.
- Meerman Scott, David. *The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, & Viral Marketing to Reach Buyers Directly*. Hoboken: Wiley, 2015. ISBN: 9781119070481.
- Roberge, Mark. *The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to Go*. Hoboken: Wiley, 2015. ISBN: 978-1-119-04707-0.
- Soldevila, Lluís. *The 3 A's in Success*. Barcelona: Profit, 2016. ISBN: 9788416583119.