

TEACHING GUIDE

INDUSTRIAL AND SERVICES MARKETING

GRADO EN MARKETING (INGLÉS)

ACADEMIC YEAR 2025-26

Publication date: 03-07-2025



I.-Subject Identification

Type	OBLIGATORIA
Teaching period	3 course, 1Q semester
Nº of credits	4.5
Language in which the subject is taught	English

II.-Presentation

Currently, the service strategy is considered one of the cornerstones of marketing to be able to differentiate some companies from others. In a market, the current one, in which the offer is excessive and companies struggle to offer their clients products that are better adapted to the clients' needs, the establishment of a correct service strategy is the best adaptation strategy. Although customers may perceive the products offered as very similar, service strategies will be tailored exclusively to them. The choice of the personnel that will attend to them, the customer service, the dress of the employees, or the customer service strategy, among other aspects, will be born taking into account the personal and unique characteristics of their customers. Through these strategies, companies will be able to differentiate themselves from their competitors and generate a unique and easily identifiable image for consumers, generating a differentiation factor that will attract different consumers in the market.

III.-Learning outcomes

CG01. Ability to analyze and synthesize: analyze, synthesize, assess and make decisions based on relevant records of information on the situation and foreseeable evolution of a company.
 CG02. Capacity for organization, planning and solving problems in the company, identifying their strengths and weaknesses.
 CG06. Ability to analyze, search and discriminate relevant information from different sources.
 CG08. Leadership, creativity and entrepreneurial spirit oriented towards quality.
 CG09. Critical capacity and ethical commitment at work.
 CE02. Becoming part of the functional area of marketing in a company or organisation and successfully performing all management roles entrusted.
 CE04. Draft advisory reports on specific company and market situations.
 CE09. Be capable of making decisions relating to commercial variables.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

1. CONCEPTUALIZATION AND FUNCTIONING OF SERVICES
2. ALIGNING THE STRATEGY, SERVICE DESIGN AND STANDARDS
3. THE CLIENT AS A CENTRAL ELEMENT OF THE SERVICES STRATEGY
4. DESIGN OF THE SERVICES STRATEGY: IDENTIFY THE NEEDS OF THE CLIENTS
5. PROVISION AND PERFORMANCE OF THE SERVICE
6. ANALYSIS OF THE INDUSTRIAL MARKET
7. INDUSTRIAL MARKETING STRATEGIES
8. INDUSTRIAL RELATIONAL MARKETING

IV.B.-Training activities

Type	Title
Lectures	(AFE1) Preparation of theoretical content . Comprehensive reading of recommended teaching materials .
Prácticas / Resolución de ejercicios	AFE2 , AFE4) practical activities (individual work , participation in debates and constructive criticism) .
Other activities	academic tutoring. Appointments must be solicited in class.

V.-Student workload	
Theoretical sessions	20
Resolution of exercises, problems, case studies, etc.	20
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	5
Academic tutorials	13
Related activities: conferences, seminars, etc.	23
Preparation of theoretical sessions and self-study	26
Preparation of practical tasks, exercises, case studies, projects, etc.	20
Preparation for tests and/or exams	8
Total student workload	135

VI.-Methodology and academic programme		
Type	Period	Content
Academic tutorials	Week 1 to Week 15	(MD3) Academic tutorials will be face-to-face [OS]
Theoretical sessions	Week 1 to Week 15	Master class.
Practical sessions	Week 1 to Week 15	(MD2) Practical classes: individual or group work, debates, seminars and constructive criticism. Face-to-face activity



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities



VII.A.-Assessment weighting

The general assessment model is continuous evaluation, as established by the Assessment Regulations of Learning Outcomes of Rey Juan Carlos University.

All assessment methods outlined in the official course syllabus must be used, except those assigned a minimum weighting of 0%, which may be employed in academic years when deemed appropriate by the teaching staff. Each assessment method may be implemented through one or more evaluation activities, consistent with the method in question. No single assessment activity may account for more than 60% of the final grade for the course.

The total weight of non-reassessable evaluation activities may not exceed 40% of the final course grade and, in general, should not require a minimum passing grade (except in the case of practical activities in which, strictly speaking, the conditions of the ordinary evaluation could not be replicated in the resit session).

Students who do not pass the course during the ordinary examination period, or who do not attend, may sit the extraordinary session for only those reassessable evaluation activities they have not passed.

The distribution and characteristics of the assessment activities are described below.

Description of the tests for assessment and their weights.

ORDINARY ASSESSMENT: The following academic activities will be carried out:

- Practical tests (20%) – NON-REASSESSABLE. These will be completed in class throughout the course. The aim of the in-class practical activities is to assess the student's progress on a regular basis. This form of continuous assessment encourages active participation and ongoing learning, which cannot be effectively replicated in a reassessment context.
- Theoretical tests (80%) – REASSESSABLE. These tests will assess theoretical knowledge and will be specified by the instructor in each case. No single test may account for more than 60% of the total course grade. A minimum grade of 5.0 out of 10 is required in the theoretical component. Failure to meet this minimum will result in a failing grade for the course. In such cases, the student may retake the failed component during the official extraordinary examination session (as scheduled in the official exam calendar), following the guidelines provided by the instructor. Grades will not be carried over from one academic year to another.

Both theoretical and practical assessments must be announced by each instructor at the beginning of the course including specific dates for their administration, and each component will be graded as outlined above.

All practical activities carried out during the course, along with the theoretical and practical tests, will be designed by the respective instructor and communicated with sufficient notice to allow students to adequately prepare and complete them successfully.

EXTRAORDINARY ASSESSMENT SESSION: Evaluation in the extraordinary session will be based on the following components:

- Practical activities completed during the course (20%) – NON-REASSESSABLE.
- Theoretical tests (80%) – REASSESSABLE. These tests will assess theoretical knowledge and will be specified by the instructor in each case. No single test may account for more than 60% of the total course grade. A minimum grade of 5.0 out of 10 is required in the theoretical component. Failure to meet this minimum will result in a failing grade for the course. Grades will not be carried over from one academic year to another.

FINAL GRADE: The final grade for the course will be calculated based on the percentages described above. A minimum overall grade of 5.0 out of 10 is required to pass the course. In addition, students must obtain a minimum of 5.0 out of 10 in the theoretical component. If this minimum is not achieved in the theoretical component, no weighted average will be calculated and the course will be considered failed.

Early Examination Session (*): Students who request and are granted access to the early examination session, provided they meet the requirements established in the URJC Assessment Regulations for Learning Outcomes, will be assessed using the same methods as those established for the general evaluation.

VII.B. Assessment of students with an academic exemption



Student who wish to opt for this assessment will have to get an academic exemption for the subject, which they will have to request from the Dean or Director of the Centre which teaches their course. An academic exemption may be granted where the subjects own characteristics allow for it.

Subject with the possibility of an exemption: Yes

VII.C. Review of assessment tests

In accordance with the exam appeal regulations of the Universidad Rey Juan Carlos.

VII.D.-Students with a disability or special educational needs

Curricular adaptations for students with a disability or special educational needs will be determined by the Disabled Students Support Department, in accordance with the regulations governing the Disabled Students Support service approved by the Universidad Rey Juan Carlos Council, in order to guarantee equal opportunities, inclusive treatment universal accessibility and a greater guarantee of academic success.

For this purpose, this Department will have to issue a curricular adaptation report, therefore students with disabilities or special educational needs must contact the Department to analyse the different alternatives together.

VII.E.-Academic behaviour, academic integrity and honesty

The Universidad Rey Juan Carlos is completely committed to the highest standards of academic integrity and honesty. Therefore, studying at the URJC means you accept and agree to the academic integrity and honesty values described in the University's Code of Ethics. In order to monitor this procedure, the University has Regulations on academic behaviour at the Universidad Rey Juan Carlos and uses different tools (anti-plagiarism, supervision?) which provides a collective assurance that these essential values are completely developed

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

Marketing de servicios. Zeithaml, Bitner, Gremler, Mc Graw Hill, QUINTA EDICIÓN.

Industrial Marketing. Second Edition. Milind T Phadtare AMAZON. 2014.

Marketing Industrial y de Servicios, Alberto Prado Román y Laura Pascual Nebreda, ed. ESIC EDITORIAL, 2018.

Principles of Services Marketing. Adrian Palmer, 7º Ed.

Marketing Industrial y de Servicios, Alberto Prado Román y Laura Pascual Nebreda, ESIC.

Marketing Business to Business , Du marketing industriel au marketing des affaires 4ème édition Malaval& Benaroya. Ed. Pearson

Principles of Services Marketing. Adrian Palmer, 7º Ed. Industrial Marketing. Second Edition. Milind T Phadtare AMAZON. 2014

Services Marketing: Integrating Customer Focus Across The Firm. Second European Edition. Authors: Alan Wilson, Velarie A. Zeithaml, Mary Jo Bitner & Dwayne D. Gremler. Ed. MCGRAW Hill Marketing, Conceptos y Estrategias, Miguel Santesmases, ed. Piramide. Industrial Marketing by Hory Sankar Mukerjee Nuovi Modelli Di Business E Creazione Di Valore: La Scienza Dei Servizi (Sxi _ Springer for Innovation / Sxi _ Springer Per L'Innovaz) by Lino Cinquini, Alberto Di Minin and Riccardo Varaldo (30 Aug 2012)

Consultation bibliography

IX.-Professors

Name and surname	ALBERTO TOMÁS DELSO VICENTE
E-mail address	alberto.delso@urjc.es
Department	Economía de la Empresa
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docentia	0