

**FLORIDA GULF COAST UNIVERSITY  
LUTGERT COLLEGE OF BUSINESS  
MARKETING DEPARTMENT  
MAR 4930 ST: SECTOR-SPECIFIC MARKETING  
EXCHANGE PROGRAM TO AUDENCIA  
SPRING 2020**

**COURSE INFORMATION**

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**Course name: ST: Sector-Specific Marketing (Exchange Program to Audencia)**

**Credit hours: 3**

**CRN: 14150**

**Faculty of Record:**

Dr. Amro Maher, Ph.D.  
Associate Professor of Marketing

**Office:**

Lutgert Hall 3344

**Office hours:**

Monday and Wednesday 9:20 am – 11:20 am  
Friday, 10:20 am – 11:20 am  
By appointment

**Phone:**

(239) 590-4327

**Email communication:**

CANVAS

**This is a study abroad course. University and LCOB rules for credit transfer are followed. Credits will transfer once student has successfully satisfied all course requirements set by Exchange Program to Audencia and by the faculty of record at FGCU.**

**Catalog course description (Audencia Business School):**

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 B2B consists in selling products and services to other companies or organizations. B2B 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 B2B, sector which constitutes an outlet important for our graduates.

The course approaches the themes of the buyer B2B, marketing studies and segmentation of markets B2B, 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 services marketing, in the marketing of associations and NGOs.

**Course objectives:**

Upon completion of this course students should be able to:

- Understand the marketing specificities of different sectors.
  - Elaborate a strategic plan and an operational plan for companies of these sectors.
  - Understand some new approaches in marketing.
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## **IMPORTANT INFORMATION:**

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The course syllabus and schedule, including the grading policy, is tentative. I reserve the right to make changes as may be necessary throughout the semester. Any changes that take place will be announced through CANVAS.

## **ACADEMIC BEHAVIOR STANDARDS AND ACADEMIC DISHONESTY**

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FGCU's stated policies on academic honesty will be strictly enforced. Students are expected to have read, be familiar with and follow these policies.

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the *Student Code of Conduct* and *Policies and Procedures* sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at <http://studentservices.fgcu.edu/judicialaffairs/new.html>

Students must only submit materials that are their own creation and include attribution for any ideas or language that is not their own. All sources used in the preparation of an assignment and all direct quotes must be clearly identified. No materials are to be submitted in more than one course without the prior written permission of each instructor.

## **DISABILITY ACCOMMODATIONS SERVICES**

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Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please contact the Office of Adaptive Services. The Office of Adaptive Services is located in Howard Hall 137. The phone number is 239-590-7956 or TTY 239-590-7930.

## **STUDENT OBSERVANCE OF RELIGIOUS HOLIDAYS**

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All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

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## **LIBRARY RESOURCES**

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Main page: <http://library.fgcu.edu/>

Tutorials & Handouts: <http://library.fgcu.edu/RSD/Instruction/tutorials.htm>

Research Guides: <http://fgcu.libguides.com/>

Faculty Support: [http://library.fgcu.edu/faculty\\_index.html](http://library.fgcu.edu/faculty_index.html)

Contact: <http://library.fgcu.edu/LBS/about/contactus.htm>