



MKTG205

Business to Business Marketing

S2 Day 2014

Dept of Marketing and Management

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General Information

Unit convenor and teaching staff

Unit Convenor

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Thurs by appointment only – please email to confirm

Moderator

Kanika Meshram

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit defines and explains the nature of business marketing. It illustrates different types of business markets and how they differ from consumer markets. The demand for business products and services are considered. Different approaches to business marketing are discussed as typified in the relationships between buyers and sellers. The unit will consider: the purchasing function; organisational buyer behaviour; business marketing opportunities and strategy; developing a marketing mix in a business market; managing customer relationships; sales and sales management; and managing the marketing program and customer retention.

Important Academic Dates

Information about important academic dates including deadlines for withdrawing from units are available at <https://www.mq.edu.au/study/calendar-of-dates>

Learning Outcomes

On successful completion of this unit, you will be able to:

- To introduce students to the role and importance of business marketing and its interweaving relations and networks as key determinants of firms? and nations?

competitiveness

To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.

To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

Assessment Tasks

Name	Weighting	Due
<u>Individual Report</u>	25%	Week 7
<u>Group Report</u>	30%	Week 10-13
<u>In class Quiz</u>	5%	Week 4
<u>Final Examination</u>	40%	University Examination Period

Individual Report

Due: **Week 7**

Weighting: **25%**

Using a B2B organisation of your choice:

1a. Briefly provide some background information to the organisation. Then provide an overview of the products/services/raw ingredients that your firm acquires from the 'upstream' business suppliers as well as provides the 'downstream' business customer.

1b. From the perspective of your focal firm, classify these products and services according to the particular buying situation - e.g., 'straight rebuy', 'modified rebuy' and 'new task'.

2. Draw a diagram of the network surrounding the company or organisation. The diagram should include your focal firm, key suppliers, key customers and competitors. Within business networks there are flows of information between parties as well as the supply of physical products and services.

Ensure that you discuss the key flows of information, products and services between your focal firm and suppliers and customers.

3. Choose one 'upstream' supplier and one 'downstream' business customer and suggest a range of relationship management strategies the organisation might employ to improve their relationships with that supplier and customer.

On successful completion you will be able to:

- To introduce students to the role and importance of business marketing and its interweaving relations and networks as key determinants of firms? and nations?

competitiveness

- To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.

Group Report

Due: **Week 10-13**

Weighting: **30%**

Report (20%) & Presentation (10%) – 2,500 words

The concept of derived demand is of vital importance in B2B marketing. This assignment provides you the opportunity to examine how a particular company of your own choice (1) estimates derived demand; (2) evaluates business segmentation opportunities, and (3) develops new strategic channels aligned to one new business segment. Using a B2B organisation that you are familiar:

1a. Analyse the derived demand that determines the company's production.

1b. What are the implications for this company resulting from derived demand?

2a. Identify the bases on which your company has developed its market segmentation strategy. Ensure that you discuss the approach used by the company to segment its business markets. Remember here that we are referring to business markets and not consumer markets.

2b. Evaluate the company's current market segments.

2c. Using your known of segmentation theory, identify one additional viable market segment that could be targeted. Justify your choice of this particular segment.

3a. Describe the design of the marketing channels used by the company. Critique the effectiveness of these marketing channels.

3b. Using the new segment identified in task 2c, design a channel strategy for that potential segment.

On successful completion you will be able to:

- To introduce students to the role and importance of business marketing and its Interweaving relations and networks as key determinants of firms? and nations? competitiveness
- To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.
- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

In class Quiz

Due: **Week 4**

Weighting: **5%**

Submission

In tutorial in Week 4

Extension & Penalties

Students may only sit for the quiz once in your enrolled tutorial class. Failure to sit for this quiz will result in zero grade. Students will only be given special consideration for non-attendance under exceptional circumstances, supported by documentary proof (e.g., medical certificates).

What is required to complete the unit satisfactorily

Satisfactorily respond to the set short answer questions.

On successful completion you will be able to:

- To introduce students to the role and importance of business marketing and its Interweaving relations and networks as key determinants of firms? and nations? competitiveness
- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

Final Examination

Due: **University Examination Period**

Weighting: **40%**

Examination conditions

A 3-hour final closed book examination for this unit will be held during the University Examination period.

What is required to complete the unit satisfactorily

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

On successful completion you will be able to:

- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

Delivery and Resources

Classes

- Students must attend the lecturer plus one of the tutorials
- Timetables maybe found at http://students.mq.edu.au/student_admin/timetables

Required and Recommended Texts and/or Materials

Prescribed Text

Hutt, M. & Speh. T.(2014), "Business Marketing Management: B2B, South-Western, Cengage Learning, EMEA Edn, ISBN 978-1-14080-9371-9

Recommended supplementary text are:

- David Ford et al, Managing Business Relationships, 2nd edn, Wiley, 2003
- Bingham, Gomes, Knowles, Business Marketing, McGraw Hill, 3rd edn, 2005
- David Ford et al, The Business Marketing Course, John Wiley, 2002
- Mullins J., Walker O., Boyd H., and Larréché J.-C., 2006 Marketing Management: A Strategic Decision-Making

Technology Used and Required

- Students are required to know how to use power point, word processing and iLearn.

Unit Web Page

- The web page for this unit can be found at: <http://ilearn.mq.edu.au>

Learning and Teaching Activities

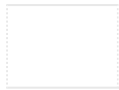
The course consists of 13 lectures of 2 hours each plus 1 hour tutorial. The teaching and learning process will comprise of lectures, case studies, group exercises, and discussions. Students are expected to participate in class discussion; read in advance the relevant chapter of the text book; follow current developments in the business sector.

Changes since the last offering of this unit: Upgraded the text book from 10th edition to 11st edition

Unit Schedule

Week	Session Date	Lecture Topic / Assessment	Textbook Reference
1	4 August	The Business Market: Perspectives on the Organizational Buyer	Chapter 1

2	11 August	The Business Market: Perspectives on the Organizational Buyer	Chapter 2
3	18 August	Customer Relationship Management Strategies for Business Markets	Chapter 3
4	25 August	Segmenting the Business Market and Estimating Segment Demand	Chapter 4
5	1 Sept	Business Marketing Planning: Strategic Perspectives	Chapter 5
6	8 Sept	Managing Products and Services for Business Markets	Chapter 7 & 8
7	15 Sept	Business Marketing Strategies for Global Markets	Chapter 6
		MID SEMESTER BREAK 22nd Sept and 29th September	
8	8 Oct	Public Holiday - No Lecture or Tutorials on this day only	
9	13 Oct	Managing Innovation and New Industrial Product Development	Chapter 9
10	20 Oct	Managing Business Channels	Chapter 10
11	27 Oct	SCM	Chapter 11
12	3 Nov	Managing Business Marketing Channels E-Commerce Strategies for Business Markets	Chapter 12 & 13
13	10 Nov	Unit Revision	



Learning and Teaching Activities

Lectures

During lectures, theory and concepts will be discussed. We will establish links between theory and your personal experiences during class discussions. Additionally, DVDs will give illustrations of real-world examples. The lecture notes will be posted on <http://learn.mq.edu.au/>. For your own convenience it is recommended to print hardcopies of the respective notes before coming to class. The recording (video or tape) of lectures or tutorials is not permitted. If you miss a class/tutorial, ask a colleague for their notes.

Tutorials

During tutorials, student groups will lead a discussion of assigned researched Case Study and hand in a case analysis of the case and all tutorial class members be involved in the class discussion.

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy http://mq.edu.au/policy/docs/academic_honesty/policy.html

Assessment Policy <http://mq.edu.au/policy/docs/assessment/policy.html>

Grading Policy <http://mq.edu.au/policy/docs/grading/policy.html>

Grade Appeal Policy <http://mq.edu.au/policy/docs/gradeappeal/policy.html>

Grievance Management Policy http://mq.edu.au/policy/docs/grievance_management/policy.html

Disruption to Studies Policy http://www.mq.edu.au/policy/docs/disruption_studies/policy.html *The Disruption to Studies Policy is effective from March 3 2014 and replaces the Special Consideration Policy.*

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/support/student_conduct/

Assignment Submissions

No extensions will be granted. Students who have not submitted the task prior to the deadline will be awarded a mark of 0 for the task, except for cases in which an application for special consideration is made and approved.

Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module for Students](#)
- [Ask a Learning Adviser](#)

Student Services and Support

Students with a disability are encouraged to contact the [Disability Service](#) who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

IT Help

For help with University computer systems and technology, visit <http://informatics.mq.edu.au/help/>.

When using the University's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students.

Graduate Capabilities

Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

Learning outcome

- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

Assessment tasks

- In class Quiz
- Final Examination

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.
- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

Assessment tasks

- In class Quiz
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

Learning outcomes

- To introduce students to the role and importance of business marketing and its interweaving relations and networks as key determinants of firms' and nations' competitiveness

- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

Assessment tasks

- Individual Report
- Group Report
- Final Examination

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Learning outcome

- To introduce students to the role and importance of business marketing and its Interweaving relations and networks as key determinants of firms? and nations? competitiveness

Assessment tasks

- Individual Report
- Group Report

Research and Practice

- This unit gives you practice in applying research findings in your assignments.
- This unit gives you opportunities to conduct your own research .