



MKTG205

Business to Business Marketing

MQC1 Day 2014

Dept of Marketing and Management

Contents

<u>General Information</u>	2
<u>Learning Outcomes</u>	2
<u>Assessment Tasks</u>	3
<u>Delivery and Resources</u>	5
<u>Unit Schedule</u>	6
<u>Learning and Teaching Activities</u>	7
<u>Policies and Procedures</u>	8
<u>Graduate Capabilities</u>	10
<u>Research and Practice</u>	12

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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>Case Study</u>	15%	Week 6 to 10
<u>Assignment</u>	30%	Week 10-13
<u>Quiz</u>	15%	Week 7
<u>Final Examination</u>	40%	University Examination Period

Case Study

Due: **Week 6 to 10**

Weighting: **15%**

Group presentation: 5%; Individual case analysis: 10%

Submission

In class

Extension & Penalties

No extensions will be granted. Late tasks will be accepted up to 72* hours after the submission deadline. There will be a deduction of 20%* of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. This penalty does not apply for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Understanding of business marketing issues applied to the case.

On successful completion you will be able to:

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

Assignment

Due: **Week 10-13**

Weighting: **30%**

Submission

Interim report (due Week 4)

Presentation (due Week 11 or 12)

Final group tender proposal report (due Week 13)

Extension & Penalties

No extensions will be granted. Late tasks will be accepted up to 72* hours after the submission deadline. There will be a deduction of 20%* of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. This penalty does not apply for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Refer to iLearn unit outline details and tutorial materials.

On successful completion you will be able to:

- 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.

Quiz

Due: **Week 7**

Weighting: **15%**

Submission

In tutorial in Week 7.

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 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

Required and Recommended Texts and/or Materials

Prescribed Text

Hutt, M.,(2013), "Business Marketing Management: B2B, South-Western, Cengage Learning, 11th Edn, ISBN- 9781133189565

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	19th March	The Business Market: Perspectives on the Organizational Buyer	Chapter 1
2	26th March	The Business Market: Perspectives on the Organizational Buyer	Chapter 2
3	2nd April	Organizational Buying Behaviour The Tendering Process	Chapter 3
4	9th April	Customer Relationship Management Strategies for Business Markets	Chapter 4
5	16th April	Segmenting the Business Market and Estimating Segment Demand	Chapter 5
6	23rd April	Business Marketing Planning: Strategic Perspectives	Chapter 6 & 7

7	30th April	Business Marketing Strategies for Global Markets	Chapter 15
8	7th May	Managing Products for Business Markets	Chapter 12
9	14th May	Managing Innovation and New Industrial Product Development	Chapter 8 & 9
10	21st May	Managing Business Channels	Chapter 10
11	28th May	Managing Services for Business Markets	Chapter 11
12	4th June	Managing Business Marketing Channels	Chapter 14
13	11th Jun	E-Commerce Strategies for Business Markets Course Review	Chapter 13

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/

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic

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

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

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

Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

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

- 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

- 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

- Case Study
- Assignment
- 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

- Case Study
- Assignment

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 .