



MKTG807

Business-to-Business Marketing

MQC S2 Evening 2014

Dept of Marketing and Management

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Disclaimer

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General Information

Unit convenor and teaching staff

Unit Convenor

Stephen Erichsen

steve.erichsen@mq.edu.au

Contact via 0412 246 099

Tuesdays 12.30pm - 1.30pm

Unit Moderator

Dr June Buchanan

june.buchanan@mq.edu.au

Credit points

4

Prerequisites

BUS651 or MKTG696 or admission to MCom or MIntBus or MEc or MActPrac prior to 2011

Corequisites

Co-badged status

This unit mimics the unit at Macquarie Campus

Unit description

This unit aims to assist students to operate in a complex and often turbulent business-to-business context by analysing and evaluating the drivers of success in business markets. The focus of the unit is on those factors which produce successful long-term customer-supplier relationships and the drive to achieve strategic competitive advantage. It is an applied unit and makes extensive usage of case studies and analysis of real-world situations to show students how to apply the theories, tools and techniques in specific business-to-business contexts in creative and innovative ways.

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:

Understand, evaluate marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises

Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis

Demonstrate use of written skills to integrate key marketing theoretic concepts and to create a coherent theoretically rigorous argument

Assessment Tasks

Name	Weighting	Due
<u>1. Assignment</u>	30%	Week 3-12
<u>2. Class Test</u>	10%	Week 7
<u>3. Individual Case Studies</u>	20%	Weeks 3-12
<u>4. Final Examination</u>	40%	TBA

1. Assignment

Due: **Week 3-12**

Weighting: **30%**

Submission:

Week 3 - Team Agreement

Week 12 - Soft Copy to Turnitin & Hard Copy to Lecturer in class

Extension:

No extensions will be permitted.

Penalties:

Failure to provide the finalised report in Week 12 will generate a Zero mark for this assignment

On successful completion you will be able to:

- Understand, evaluate marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis
- Demonstrate use of written skills to integrate key marketing theoretic concepts and to create a coherent theoretically rigorous argument

2. Class Test

Due: **Week 7**

Weighting: **10%**

There will be an essay based exam in Week 7 during your normal class time. Potential topics will be provided in Week 5.

Extension

No extension will be granted. Students with a documented reason for non attendance citing illness or misadventure will be granted a supplementary exam.

On successful completion you will be able to:

- Understand, evaluate marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises

3. Individual Case Studies

Due: **Weeks 3-12**

Weighting: **20%**

Submission:

3-4 page analysis of the case including recommendations

Extension:

Extensions will only be given due to misadventure or illness supported by appropriate documentation

Penalties:

10% for each 24 hour period that the submission is late

On successful completion you will be able to:

- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis
- Demonstrate use of written skills to integrate key marketing theoretic concepts and to create a coherent theoretically rigorous argument

4. Final Examination

Due: **TBA**

Weighting: **40%**

Submission:

The final exam will be a mix of theoretical essays and case studies.

Extension:

Students with a satisfactory evidence of illness or misadventure will be granted a supplementary exam.

On successful completion you will be able to:

- Understand, evaluate marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis
- Demonstrate use of written skills to integrate key marketing theoretic concepts and to create a coherent theoretically rigorous argument

Delivery and Resources

Classes

Lectures and Tutorials:

Classes will be conducted on Tuesday evenings from 6pm - 9pm.

Required and Recommended Texts and/or Materials

It will be assumed that you will have read the chapters assigned each week. The text covers some of the basic material

and provides numerous examples.

Prescribed text

Title: Business Marketing: Connecting Strategy, Relationships, and Learning

Authors: Dwyer, Robert; Tanner, John

Edition: 4th Edition, 2009

ISBN: 9780073529905

Publisher: McGraw-Hill Australia & New Zealand (**available from Bookshop**)

Recommended supplementary text

Bly, R. W. (1998). *Business-to-Business Direct Marketing*. Chicago: NTC/Contemporary.

Bly, R.W. (2006). *The White Paper Marketing Handbook*. Mason, Ohio: Thomson Higher Education.

Carroll, B.J. (2006). *Lead Generation for the Complex Sale*. NY: McGraw-Hill. Gerber, M.E. (2005). *EMyth*

Mastery. Sydney: Harper Collins.

Kordupleski, R. (2003). *Mastering Customer Value Management*. New Jersey: Randolph. Liker,

J. (2004). *The*

Toyota Way. NY: McGraw-Hill.

May, M.E.(2007). *The Elegant Solution. Toyota's formula for mastering innovation*. NY: FreePress.

Reichheld, F. (2006). *The Ultimate Question*. Boston: Harvard Business School Press.

Stallkamp, T. (2005). *SCORE! A better way to do business. Moving from conflict to collaboration*. New

Jersey:Wharton / Pearson.

Stelzner, M.A. (2007). *Writing White Papers*. Poway, California: White Paper Source Publishing.

Almquist, E., Wyner, G. (2001). Boost your marketing ROI with experimental design. *Harvard Business Review*.

October. 135 –141.

Elsbach, K. D. (2003). How to pitch a brilliant idea. *Harvard Business Review*. September.

Recommended Journal Articles

117 –123.

Kumar, N. (2006). Strategies to fight low-cost rivals. *Harvard Business Review*. December. 104 –112.

Business Review.

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Reichheld, F.F. (2003).The one number you need to grow. *Harvard Business Review*.

Ulwick, A. W. (2002).Turn customer input into innovation. *Harvard Business Review*.

Recommended web sites

Australia Post: www.australiapost.com.au

Australian Competition & Consumers Commission www.accc.gov.au

www.draytonbird.com

www.whitepapersource.com

www.theprimesolution.com

Technology Used and Required

Students are required to learn how to use power point, word processing and *iLearn*.

Unit Web Page

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

Teaching and Learning Activities

The unit is taught by lecture and major assignment (individual, **not group**) engaging the topics taught in a practical

real world scenario.

What is expected from students? Read in advance; follow current developments in the market place; be able to apply

the lessons of the lectures (reflected in the lecture notes) to the major assignment; respond to questions raised during

lectures; demonstrate enthusiasm for the subject; challenge the lecturer's assumptions during lectures and explore

opposing points of view.

You are expected to attend all lectures and to contribute to the discussions that are encouraged there. To

make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside

lectures for every-day applications of the business- to-business marketing principles discussed in lectures.

Please refer to the schedule of learning activities by teaching week.

Lay, P., Hewlin, T., Moore, G. (2009). In a downturn, provoke your customers. *Harvard Business Review*.

March. 48 –56.

Ledingham, D. & Kovac, M. & Simon H.L.(2006). The new science of sales force productivity. *Harvard Business Review*. September. 124 –133.

Malhotra, D, Bazerman, M.H. (2007). Investigative negotiation. *Harvard Business Review*. September. 73 –78

December. 46 –54.

January. 91 –97.

<http://cob.jmu.edu/flahertb/merlot/spreadsheets/spreadsheetsresources.html>

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Unit Schedule

Week	Time & Date: Tuesday at 6pm unless notified	Topic	Slide Set
1	5th August	Introduction	1
2	12th August	Buyer Behaviour & Tenders	2
3	19th August	Segmentation & Strategy	3
4	26th August	Partnerships & Alliances	4
5	2nd September	Selling & Sales Management	5
6	9th September	Developing & Managing Products	6
7	16th September	Class Test Channels	7
Mid Semester Break			
8	7th October	Weaving Marketing into the Firm	8
9	14th October	IMC	9
10	21st October	One-to-One Media	10
11	28th October	Pricing & Customer Retention	11
12	4th November	Evaluating Marketing Efforts Group Assignment Due	12
13	11th November	Complete Review & Exam Preparation	

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/

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>

For further information, please refer to page 71 of the 2013 Calendar of Governance, Legislation and Rules- Postgraduate Rules at

http://universitycouncil.mq.edu.au/pdfs/2013-Postgraduate_rules.pdf

Grade 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.city.mq.edu.au/reviews-appeals.html>

Attendance

All Students are required to attend at least 80% of the scheduled course contact hours each Session. Additionally MQC monitors the course progress of international students to ensure that the student complies with the conditions of their visa relating to attendance.

This minimum level of attendance includes all lectures and tutorials. Tutorial attendance will be recorded weekly. If any scheduled class falls on a public holiday this will be rescheduled as advised by your Lecturer. Attendance at any mid-Session or in-class test is compulsory unless otherwise stated.

Unavoidable non-attendance due to illness or circumstances beyond your control must be supported by appropriate documentation to be considered for a supplementary test. Other non-attendance will obtain zero for the test. You should refer to the section below on Special Consideration for more details about this.

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 Support

Students who require assistance are encouraged to contact the Student Services Manager at Macquarie City Campus. Please see reception to book an appointment.

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://students.mq.edu.au/support/>

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

At any time students (or groups of students) can book our Student Advising rooms on Level 6 by emailing info@city.mq.edu.au with a day and time and nominated contact person. There are additional student study spaces available on Level 1.

Macquarie University Campus Wellbeing also has a presence on the City Campus each week. If you would like to make an appointment, please email info@city.mq.edu.au or visit their website at: <http://www.campuslife.mq.edu.au/campuswellbeing>

UNIWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills
- Personal assistance with your learning & study related questions

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.

IT Help

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/> or call 02 9850-4357.

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 and it outlines what can be done.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

Students are expected to act responsibly when utilising Macquarie City Campus IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted.
- Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

If you would like to borrow headphones for use in the Macquarie City Campus computer labs (210, 307, 311, 608) at any point, please ask at Level 2 Reception. You will be required to provide your MQC Student ID card. This will be held as a deposit while using the equipment.

For assistance in the computer labs, please see a Lab Demonstrator (usually they can be found in Lab 311, otherwise ask at Level 2 Reception).

Graduate Capabilities

PG - Discipline Knowledge and Skills

Our postgraduates will be able to demonstrate a significantly enhanced depth and breadth of knowledge, scholarly understanding, and specific subject content knowledge in their chosen fields.

This graduate capability is supported by:

Learning outcomes

- Understand, evaluate marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis

Assessment tasks

- 1. Assignment
- 2. Class Test
- 3. Individual Case Studies
- 4. Final Examination

PG - Critical, Analytical and Integrative Thinking

Our postgraduates will be capable of utilising and reflecting on prior knowledge and experience, of applying higher level critical thinking skills, and of integrating and synthesising learning and knowledge from a range of sources and environments. A characteristic of this form of thinking is the generation of new, professionally oriented knowledge through personal or group-based critique of practice and theory.

This graduate capability is supported by:

Learning outcomes

- Understand, evaluate marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis

Assessment tasks

- 1. Assignment
- 3. Individual Case Studies
- 4. Final Examination

PG - Effective Communication

Our postgraduates will be able to communicate effectively and convey their views to different social, cultural, and professional audiences. They will be able to use a variety of technologically supported media to communicate with empathy using a range of written, spoken or visual formats.

This graduate capability is supported by:

Learning outcomes

- Understand, evaluate marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises
- Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis
- Demonstrate use of written skills to integrate key marketing theoretic concepts and to create a coherent theoretically rigorous argument

Assessment tasks

- 1. Assignment
- 3. Individual Case Studies

Changes from Previous Offering

There are no changes from the previous offering in 2013.

Research & Practice

This unit provides students with the need to understand the interaction between both large and small corporations as they engage in a commercial marketplace. Students will learn the trigger points that enable business to be conducted and when they are not present.

Students will analyse and research organisations for the purpose of understanding the engagement strategy employed and evaluate their success.

Students will be exposed to guest speakers from industry that have specific experience in these fields.