



MKTG205

Business to Business Marketing

S2 Day 2017

Dept of Marketing and Management

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General Information

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Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

Business-to-business markets differ significantly from business-to-consumer markets, and present unique challenges and opportunities for marketers. Business customers are driven by different needs, engage in complex purchase decision-making processes, and respond differently to marketing stimuli. In facing the challenges and opportunities in business markets, marketers need to apply specific strategies to develop value offerings, communicate those offerings to stimulate purchase behaviour, and work to sustain long lasting business relationships with customers. This unit will develop your knowledge to explain and apply business-to-business marketing theories and principles to solve business-to-business marketing problems, as well as help you to analyse business-to-business networks and identify opportunities to offer superior value to customers.

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:

Explain and apply the theories and concepts underpinning Business-to-Business Marketing.

Identify and solve business-to-business marketing problems.

Analyse business-to-business environment to identify opportunities.

General Assessment Information

During lectures and tutorials your lecturers and tutors will discuss these assessments in more detail.

Assessment Tasks

Name	Weighting	Hurdle	Due
<u>In Class Activities</u>	30%	No	Weeks 2-13
<u>Case Study Analysis</u>	30%	No	Week 8
<u>Business Analysis Report</u>	40%	Yes	Week 13

In Class Activities

Due: **Weeks 2-13**

Weighting: **30%**

Workshop activities gives you opportunities to internalise your learning. These activities also allow you to engage in discussions and share your thoughts, help you articulate and communicate your points of view, and develop not only your own knowledge, but also assist your fellow classmates to gain a better understanding of the topic. This assessment focuses on your performance in terms of delivering class activities and participating in class discussions.

During the **workshops**, we will discuss particular topics and work on discussion questions and cases. Questions and cases for each week are found in activity document prepared for each week. This document is located on iLearn in corresponding week (e.g., activity for week 3 are located in the folder for week 3). There will be Q&A forums designed on iLearn for some weeks. All students **should prepare their** answers to the selected questions from chapters and upload them on Q&A forum for each week before attending the workshop. The answer to each question **should not exceed 100 words**. Each week students will be randomly selected by the lecturer/tutor to contribute to the discussion of questions and cases and **ONLY** these students will be marked for that week. If you are called upon to contribute in the workshop discussion and you are not present in the workshop, you would achieve zero for that week. You will be selected a number of times during the semester. **Q&A forums form 20 marks of the total mark for assessment 1. This mark is equally distributed among all Q&A forums during the**

semester. Further, in some weeks online quizzes will be randomly undertaken. You have to check iLearn after leaving your workshop ensuring not to miss these quizzes. **Each quiz contains 10-question including multiple choices, short answer questions, true or false, etc. You have only 10 minutes to complete this task.** These quizzes will be live until the end of the week (end of Fridays that they appear on iLearn). If you miss any of these quizzes, you will receive zero for that week. When the quiz is closed, it will not be opened again. **This section forms 10 marks of the total mark for assessment 1. This mark is equally distributed among all quizzes.**

More information will be located on iLearn and discussed in class.

No extensions will be granted, except for cases in which an application for Disruption of Studies is made and approved.

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Case Study Analysis

Due: **Week 8**

Weighting: **30%**

The case study analysis report will assess students' ability to analyse a case, marshal their thoughts and ideas and communicate them via a written report. The aim of case study analysis report is to apply theory to solve the case and answer the case questions. Students are expected to write a **1500 word ± 10 %** report on the case. The report should focus on the key issues identified in the case, and must specifically answer the case study questions posed in the case study. The lecturer provides the case study and locates it on iLearn in the related folder for this assessment. Soft copies of the assignments should be submitted through the allocated Turnitin on iLearn.

More information on the case study analysis and supplementary documents will be located on iLearn and discussed in the class. Marking criteria will be on iLearn.

You are not required to submit a hard copy of the report.

No extensions will be granted. There will be a deduction of 10% of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved.

On successful completion you will be able to:

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- Identify and solve business-to-business marketing problems.

Business Analysis Report

Due: **Week 13**

Weighting: **40%**

This is a hurdle assessment task (see [assessment policy](#) for more information on hurdle assessment tasks)

This assignment gives you the opportunity to examine how companies operate in the business environment. Writing an effective business report is a necessary skill for communicating ideas in the business environment. The key to a good report is in-depth analysis of company and its environment to show the reader how the writer has interpreted the findings. The lecturer will select a number of B2B companies and you have to **select only one of these companies** and write your report. To write your report you only have to use secondary data. You find secondary data from library, company's website and report, industry report, newspapers, management journals, trusted websites, etc. **Your report should be 2500 words \pm 10%**. When analysing your selected B2B company, you should identify and select a specific business to business theory / theories as a foundation for your analysis. In your report, you have to address following issues:

- Introduce your chosen company, addressing the scale of their operations, past performance, the markets they operate in, and their product range. In your introduction, you must identify whether your company serves a business-to-business market or both business-to-consumer market and business-to-business market. You may need to use secondary data to develop a compelling introduction to your chosen firm. Use graphs, charts, and table if necessary.
- Identify your organisation's most significant competitors. You have to outline the strengths and weaknesses of these competitors relative to your chosen company. Note you should analyse no more than three competitors for this section of your report.
- Identify and describe the target market for main products in your chosen company's overall product range. In this section, you have to identify the major customers for your chosen company and provide a very short summary of who these customers are and what their main strengths are. Further, you need to identify the main suppliers for the selected products and identify their main strength. You do not need to analyse more than three products and one supplier and customer for each product.
- Identify and discuss the different types of secondary data your chosen company could use for marketing purposes of products you identified. Further, you have to explain what criteria you use to assess the quality of this information and its appropriateness for use in decision-making.

- For the three main products you identified in your chosen company, critically analyse their marketing mix (i.e. price, promotion, and place) using relevant theory.
- Identify two macro environmental trends that are relevant to your chosen company. Discuss how your chosen company can improve its marketing mix in view of the macro environmental trends you identified only for the three products you selected.

More information will be provided on iLearn and discussed in the class. Marking criteria will be on iLearn.

You are not required to submit a hard copy of the report.

No extensions will be granted. There will be a deduction of 10% of the total marks awarded mark for each 24 hour period or part thereof that the submission is late (for example, 25 hours late in submission – 20% penalty). This penalty does not apply for cases in which an application for disruption of studies is made and approved.

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- Analyse business-to-business environment to identify opportunities.

Delivery and Resources

Classes

This unit has 3 hours face-to-face teaching per week, consisting of 1 x 2-hour lecture and 1 x 1-hour tutorial as per unit schedule during the semester. Students may enroll in one of the tutorials in tutorial room. Please check the unit timetable for further information. The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au>.

Technology Used and Required

- Please ensure that you have access to a personal computer so you are able to access internet, use word processing software and power point program that are required for preparation of assignments.

Unit Web Page

- Course material is available on the learning management system (iLearn) at: <http://ilearn.n.mq.edu.au>.
- Students will find teaching resources to assist their study on iLearn, such as lecture notes, practice questions and other resources.
- Students are required to check iLearn regularly for announcements.

What is expected from students?

This unit is 1x2 hours lecture and 1x1 hour workshop per week over 13 weeks. The total time commitment required for this unit is a minimum of 150 hours. Specifically, in addition to the 3 hours of class contact per week, students are expected to devote an additional 10 hours in self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study, and revision. It is expected that all students come to the class on time and fully prepared for discussion.

Prescribed and Recommended Texts and/or Materials

Throughout the semester, a combination of textbooks, journal articles, and online materials (e.g. links to websites, online videos) will be used as learning resources. All resources are accessible from iLearn. Students are recommended to purchase the prescribed textbook, which is an e-textbook from the publisher.

Prescribed text:

Hutt, M., & Speh, T. (2017). *Business marketing management: B2B*. Cengage Learning.

Recommended texts:

Giglierano, J. J., Vitale, R., & Pfoertsch, W. (2011). *Business to Business Marketing: Analysis and Practice*. Pearson Education.

Brennan, R., Canning, L., & McDowell, R. (2014). *Business-to-business Marketing*. Sage.

Biemans, W. G. (2010). *Business to Business Marketing: A Value-driven Approach*. McGraw-Hill Higher Education

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_2016.html

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

Complaint Management Procedure for Students and Members of the Public http://www.mq.edu.au/policy/docs/complaint_management/procedure.html

Disruption to Studies Policy (in effect until Dec 4th, 2017): http://www.mq.edu.au/policy/docs/disruption_studies/policy.html

Special Consideration Policy (in effect from Dec 4th, 2017): <https://staff.mq.edu.au/work/strategy->

[planning-and-governance/university-policies-and-procedures/policies/special-consideration](#)

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/

Results

Results shown in *iLearn*, or released directly by your Unit Convenor, are not confirmed as they are subject to final approval by the University. Once approved, final results will be sent to your student email address and will be made available in [eStudent](#). For more information visit [ask.mq.edu.au](#).

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://www.mq.edu.au/about_us/offices_and_units/information_technology/help/.

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

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcome

- Analyse business-to-business environment to identify opportunities.

Assessment task

- Business Analysis Report

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

- Explain and apply the theories and concepts underpinning Business-to-Business Marketing.

Assessment task

- In Class Activities

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 outcome

- Analyse business-to-business environment to identify opportunities.

Assessment task

- Business Analysis Report

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 outcome

- Identify and solve business-to-business marketing problems.

Assessment task

- Case Study Analysis

Changes from Previous Offering

This unit extensively has improved. Content are updated with practical implication.

In the previous offering students have to submit 2 case study analysis. In this offering they only do one.

Previously, the unit had final exam, which is removed from the unit in this semester.

Research & Practice, Global contexts & Sustainability

This unit addresses integration of research and practice by analysing business environment and practices.