



MKTG3001

Business to Business Marketing

Session 2, Special circumstance 2020

Department of Marketing

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Disclaimer

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.

Notice

As part of [Phase 3 of our return to campus plan](#), most units will now run tutorials, seminars and other small group learning activities on campus for the second half-year, while keeping an online version available for those students unable to return or those who choose to continue their studies online.

To check the availability of face-to-face and online activities for your unit, please go to [timetable viewer](#). To check detailed information on unit assessments visit your unit's iLearn space or consult your unit convenor.

General Information

Unit convenor and teaching staff

Unit Coordinator and Lecturer

Dr Mahdi Vesal

mahdi.vesal@mq.edu.au

Contact via mahdi.vesal@mq.edu.au

Room 142, 3 Management Drive

Tuesday, 4-5 pm (online), Zoom ID: 401 171 7358

Credit points

10

Prerequisites

130cp at 1000 level or above including (MKTG202 or MKTG2002) or (MKTG204 or MKTG2004)

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 behaviours, and work to sustain long lasting business relationships with customers. This unit develops students' knowledge to apply business-to-business marketing theories and principles to solve business-to-business marketing problems. Students learn how to analyze 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:

ULO1: Explain and apply the theories and concepts underpinning Business-to-Business

Marketing.

ULO2: Identify and propose justified solutions that solve business-to-business marketing problems.

ULO3: Analyse business-to-business environments to identify opportunities.

General Assessment Information

Late assessment submissions must also be submitted through the appropriate submission link in [iLearn](#). No extensions will be granted unless an application for [Special Consideration](#) is made and approved. 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. Late submissions will not be accepted after solutions have been discussed and/or made available.

Note: Further information on submitting an Application for Special Consideration can be found at <https://students.mq.edu.au/study/my-study-program/special-consideration>

Assessment Tasks

Name	Weighting	Hurdle	Due
Participatory task	30%	No	Week 1-12
Case study analysis	30%	No	Week 8
Report	40%	No	Week 13

Participatory task

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 22 hours

Due: **Week 1-12**

Weighting: **30%**

Workshop activities give you opportunities to internalise your learning. These activities also allow you to engage in discussions and share your thoughts, help you explain 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.

Length: The participatory tasks include both in-class group activities worth 20% and online individual activities worth 10%. This unit is exempted from the 50/50 Assessment Policy. In-class group activities include 10 quizzes each worth 2%. Online individual activities include 5 submissions each worth 2% of 100 words each and 5 peer reviews of 50 words each.

On successful completion you will be able to:

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

- Identify and propose justified solutions that solve business-to-business marketing problems.
- Analyse business-to-business environments to identify opportunities.

Case study analysis

Assessment Type ¹: Case study/analysis

Indicative Time on Task ²: 14 hours

Due: **Week 8**

Weighting: **30%**

The written case study analysis report will assess your ability to analyse a case, marshal your thoughts and ideas and propose solutions. The aim of case study analysis is to apply theory to solve the case and answer the case questions. Length: 1500 words \pm 10%

On successful completion you will be able to:

- Explain and apply the theories and concepts underpinning Business-to-Business Marketing.
- Identify and propose justified solutions that solve business-to-business marketing problems.

Report

Assessment Type ¹: Report

Indicative Time on Task ²: 20 hours

Due: **Week 13**

Weighting: **40%**

This written assignment requires you to apply theories and concepts to examine how companies operate in the business environment. From your analyses you will identify opportunities to assist companies in their future operations. Length: 2500 words \pm 10%

On successful completion you will be able to:

- Explain and apply the theories and concepts underpinning Business-to-Business Marketing.
- Analyse business-to-business environments to identify opportunities.

¹ If you need help with your assignment, please contact:

- the academic teaching staff in your unit for guidance in understanding or completing this type of assessment
- the [Writing Centre](#) for academic skills support.

² Indicative time-on-task is an estimate of the time required for completion of the assessment task and is subject to individual variation

Delivery and Resources

One-hour Lecture: PowerPoint Slides and pre-recording videos will be available on iLearn; students do not need to attend any lectures.

Asynchronous weekly workshop activities: Students need to engage in weekly discussion forums and attempt weekly quizzes on iLearn.

One-hour of the weekly synchronous workshop activities: Weekly one-hour live session; Students need to attend all workshops (week 1 to 12). Please check the unit timetable for further information. The timetable for workshops 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 the internet, use word processing software and PowerPoint program that are required for the preparation of assignments and presentations.

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.

Prescribed text: Brennan, Ross, Louise Canning, Raymond McDowell. Business-to-Business Marketing, 4th Edition. Sage Publications Ltd (UK), 2017.

Recommended texts: Biemans, W. G. (2010). Business to Business Marketing: A Value-driven Approach. McGraw-Hill Higher Education Giglierano, J. J., Vitale, R., & Pfoertsch, W. (2011). Business to Business Marketing: Analysis and Practice. Pearson Education. Zimmerman, Alan, Jim Blythe. Business to Business Marketing Management, 3rd Edition. Routledge, 2017.

Unit Schedule

Please refer to [iLearn](#)

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central>). Students should be aware of the following policies in particular with regard to Learning and Teaching:

- [Academic Appeals Policy](#)
- [Academic Integrity Policy](#)
- [Academic Progression Policy](#)
- [Assessment Policy](#)

- [Fitness to Practice Procedure](#)
- [Grade Appeal Policy](#)
- [Complaint Management Procedure for Students and Members of the Public](#)
- [Special Consideration Policy](#) (**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)

Students seeking more policy resources can visit the [Student Policy Gateway](https://students.mq.edu.au/support/study/student-policy-gateway) (<https://students.mq.edu.au/support/study/student-policy-gateway>). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit [Policy Central](http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central) (<http://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/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/study/getting-started/student-conduct>

Results

Results published on platform other than [eStudent](#), (eg. iLearn, Coursera etc.) 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 or if you are a Global MBA student contact globalmba.support@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 help you improve your marks and take control of your study.

- [Getting help with your assignment](#)
- [Workshops](#)
- [StudyWise](#)
- [Academic Integrity Module](#)

The Library provides online and face to face support to help you find and use relevant information resources.

- [Subject and Research Guides](#)
- [Ask a Librarian](#)

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

If you are a Global MBA student contact globalmba.support@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.