



# MKTG8007

## Business-to-Business Marketing Strategy

Session 2, Special circumstance 2020

*Department of Marketing*

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#### Disclaimer

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#### 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](mailto:mahdi.vesal@mq.edu.au)

Contact via [mahdi.vesal@mq.edu.au](mailto:mahdi.vesal@mq.edu.au)

Room 142, 3 Management Drive

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

Credit points

10

Prerequisites

Admission to MMktg

Corequisites

Co-badged status

Unit description

B2B marketing operates in an increasingly fast-paced and dynamic business landscape. New technologies, tools, and channels, when combined with increasingly complex business customer demands make the buying process strategically challenging. Marketing strategies drive marketing techniques and activities that offer customer value and secure sustainable revenue streams. This unit develops students' knowledge of the theories, strategies, and principles underpinning B2B marketing. Students will develop skills to identify and address B2B marketing problems and make recommendations to solve B2B marketing problems. Further, students will learn how to develop B2B marketing strategies and tactics to drive competitive advantage to build and maintain market share.

## 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:** Critically analyse B2B marketing theories, principles, and strategies.

**ULO2:** Apply B2B marketing principles and strategies to solve marketing problems.

**ULO3:** Formulate marketing strategies to create competitive advantage in B2B markets.

**ULO4:** Make recommendations to address B2B marketing problems.

## 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
<a href="#">Individual and group performance in the live Zoom session.</a>	25%	No	Week 1-12
<a href="#">Simulation Game report</a>	45%	No	Marketing plan Week 3-7; Report Week 8
<a href="#">B2B Strategic Plan</a>	30%	No	Week 13

### Individual and group performance in the live Zoom session.

Assessment Type [1](#): Participatory task

Indicative Time on Task [2](#): 20 hours

Due: **Week 1-12**

Weighting: **25%**

Workshops allow students to engage in discussions and share their thoughts, help them articulate and communicate their point of view, and develop not only their own knowledge, but also assist their fellow classmates to gain a better understanding of the topic. Each session students will work on particular topics and work on discussion questions and cases.

Individual activities: 15 marks Group activities: 10 marks

More information about each class activity will be provided on iLearn.

On successful completion you will be able to:

- Critically analyse B2B marketing theories, principles, and strategies.
- Apply B2B marketing principles and strategies to solve marketing problems.

- Formulate marketing strategies to create competitive advantage in B2B markets.
- Make recommendations to address B2B marketing problems.

## Simulation Game report

Assessment Type <sup>1</sup>: Simulation/role play

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **Marketing plan Week 3-7; Report Week 8**

Weighting: **45%**

Students take part in a computer based B2B marketing strategy simulation game. The game challenges students with decision-making exercises with respect to B2B strategic marketing practices within a realistic marketplace.

This assessment is combination of individual- and group-based activities. Group-based: Implementation of the simulation game: 10 marks Individual-based: 2500 words report about strategic plan and recommendation: 35 marks

More information about this assessment will be provided on iLearn.

On successful completion you will be able to:

- Critically analyse B2B marketing theories, principles, and strategies.
- Apply B2B marketing principles and strategies to solve marketing problems.
- Formulate marketing strategies to create competitive advantage in B2B markets.

## B2B Strategic Plan

Assessment Type <sup>1</sup>: Report

Indicative Time on Task <sup>2</sup>: 35 hours

Due: **Week 13**

Weighting: **30%**

This assignment gives students the opportunity to apply their knowledge of B2B theories and strategies to specific B2B company and a specific aspect of the company's strategy and tactics. Further, students provide practical recommendations to the company on how to sustain their competitive advantage in the B2B context.

Length: 2500 words More information about this assessment will be provided on iLearn.

On successful completion you will be able to:

- Critically analyse B2B marketing theories, principles, and strategies.

- Apply B2B marketing principles and strategies to solve marketing problems.
  - Formulate marketing strategies to create competitive advantage in B2B markets.
  - Make recommendations to address B2B marketing problems.
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<sup>1</sup> 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.

<sup>2</sup> 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 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:** Zimmerman & Blythe. Business-to-Business Marketing Management A Global Perspective, 3rd Edition. Routledge Publications, 2018.

## 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](http://ask.mq.edu.au) or if you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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](http://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](http://ask.mq.edu.au)

If you are a Global MBA student contact [globalmba.support@mq.edu.au](mailto: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/](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.