



MKTG3001

Business to Business Marketing

Session 2, Special circumstances 2021

Department of Marketing

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Session 2 Learning and Teaching Update

The decision has been made to conduct study online for the remainder of Session 2 for all units WITHOUT mandatory on-campus learning activities. Exams for Session 2 will also be online where possible to do so.

This is due to the extension of the lockdown orders and to provide certainty around arrangements for the remainder of Session 2. We hope to return to campus beyond Session 2 as soon as it is safe and appropriate to do so.

Some classes/teaching activities cannot be moved online and must be taught on campus. You should already know if you are in one of these classes/teaching activities and your unit convenor will provide you with more information via iLearn. If you want to confirm, see the list of [units with mandatory on-campus classes/teaching activities](#).

Visit the [MQ COVID-19 information page](#) for more detail.

General Information

Unit convenor and teaching staff

Unit Coordinator

Mahdi Vesal

mahdi.vesal@mq.edu.au

Contact via Email

3 Management Drive, Room 142

Thursday, 10-11 am

Credit points

10

Prerequisites

40cp at 2000 level or above including MKTG2002 or MKTG202

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 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:

ULO1: Analyse business-to-business markets to identify threats/opportunities.

ULO2: Critically evaluate the theories and concepts underpinning Business-to-Business

Marketing.

ULO3: Identify and apply theoretically-grounded solutions to business-to-business marketing problems.

General Assessment Information

Sometimes unavoidable circumstances occur that might prevent you from submitting an assignment on time and, in that case, you may be eligible to lodge a [Special Consideration request](#).

Unless a [Special Consideration request](#) has been submitted and approved, please note that no extensions to assignment deadlines will be granted. Assignments that are submitted late will attract a late penalty:

1. 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.
2. No assignment will be accepted more than 72 hours after the due date and time (incl. weekends) after the original due date.
3. No late submissions will be accepted for timed assessments (e.g., quizzes, online tests) or for tasks with a weighting of 10% or less of the total unit assessment.

Assessment Tasks

Name	Weighting	Hurdle	Due
Practice-based task	30%	No	Weeks 1-13
Case study analysis	30%	No	Week 8
Report	40%	No	Week 13

Practice-based task

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 22 hours

Due: **Weeks 1-13**

Weighting: **30%**

Workshop activities give students opportunities to internalise their learning. These activities also allow students to engage in discussions and share their thoughts, help students explain their points of view, and develop not only their own knowledge, but also assist collaborative learning to gain a better understanding of the topic.

Length: The participatory tasks comprise both in-class group activities, including team activities during the live sessions to address in-class questions and activities (20 marks) and individual

activities, including weekly quizzes and online discussion forum activities (10 marks).

On successful completion you will be able to:

- Critically evaluate the theories and concepts underpinning Business-to-Business Marketing.
- Identify and apply theoretically-grounded solutions to business-to-business marketing problems.

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: 1,500 words

On successful completion you will be able to:

- Critically evaluate the theories and concepts underpinning Business-to-Business Marketing.
- Identify and apply theoretically-grounded solutions to 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: 2,000 words

On successful completion you will be able to:

- Analyse business-to-business markets to identify threats/opportunities.
 - Critically evaluate the theories and concepts underpinning Business-to-Business Marketing.
 - Identify and apply theoretically-grounded solutions to business-to-business marketing problems.
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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

Classes: This unit has 3 hours of teaching per week, consisting of 1 x 1-hour seminar and 1 x 2-hour workshop as per unit schedule during the semester.

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

Two-hour Workshop: Workshops are presented in both F2F and online modes. Students should enrol only in one workshop based on their preference. The workshop starts in week one. Students need to engage in weekly activities before attending workshops. The timetable for workshops can be found on the University website 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, 5th Edition. Sage Publications Ltd (UK)

Recommended texts: Biemans, W. G. Business to Business Marketing: A Value-driven Approach. McGraw-Hill Higher Education

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

Unit Schedule

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au). 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](#)

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

To find other policies relating to Teaching and Learning, visit [Policy Central \(https://policies.mq.edu.au\)](https://policies.mq.edu.au) and use the [search tool](#).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: <https://students.mq.edu.au/admin/other-resources/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.

Changes since First Published

Date	Description
15/07/2021	Late Submission Penalty Statement