MKTG3001
Business to Business Marketing
Session 2, Special circumstances 2021

Department of Marketing

Contents

General Information 2
Learning Outcomes 2
General Assessment Information 3
Assessment Tasks 3
Delivery and Resources 5
Unit Schedule 6
Policies and Procedures 6
Changes since First Published 7

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
Some on-campus classes have moved online for the first two weeks of Session, before returning to campus in Week 3. If you are studying a unit outside of the primary Session 2 timetable, please contact your teaching staff team for further details.

Some classes/teaching activities cannot be moved online and must be taught on campus. To find out if you are enrolled in one of these classes/teaching activities, you can check to see if your unit is on the list of units with mandatory on-campus classes/teaching activities.

Your Unit Convenor will provide more information via an iLearn announcement when your iLearn unit becomes available.
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://students.mq.edu.au/important-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

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice-based task</td>
<td>30%</td>
<td>No</td>
<td>Weeks 1-13</td>
</tr>
<tr>
<td>Case study analysis</td>
<td>30%</td>
<td>No</td>
<td>Week 8</td>
</tr>
<tr>
<td>Report</td>
<td>40%</td>
<td>No</td>
<td>Week 13</td>
</tr>
</tbody>
</table>

**Practice-based task**

Assessment Type: Participatory task

Indicative Time on Task: 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: Case study/analysis
Indicative Time on Task: 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: Report
Indicative Time on Task: 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.

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 Learning Skills Unit 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.


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). 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). 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 (https://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/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](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 Enquiry Service
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)

Equity Support
Students with a disability are encouraged to contact the [Disability Service](http://mq.edu.au/about_us/offices_and_units/disability_service) who can provide appropriate help with any issues that arise during their studies.

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](http://mq.edu.au/about_us/offices_and_units/information_technology/help/).

The policy applies to all who connect to the MQ network including students.

Changes since First Published

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
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<tbody>
<tr>
<td>15/07/2021</td>
<td>Late Submission Penalty Statement</td>
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