



MKTG8007

Business-to-Business Marketing Strategy

Session 2, Special circumstances 2021

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.

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 and Lecturer
Mahdi Vesal
mahdi.vesal@mq.edu.au
Contact via Email
Room 142, 3 Management Drive
Thursday, 10-11 am

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://students.mq.edu.au/important-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

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 activities	25%	No	Weeks 1-13
Simulation Game report	45%	No	Marketing plan Week 3-7; Report Week 8
B2B Strategic Plan	30%	No	Week 13

Practice-based activities

Assessment Type ¹: Participatory task

Indicative Time on Task ²: 13 hours

Due: **Weeks 1-13**

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 collaborative learning to gain a better understanding of the topic. Each session students will work on specific activities.

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.

Simulation Game report

Assessment Type ¹: Simulation/role play

Indicative Time on Task ²: 32 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: 2000 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 ¹: Report

Indicative Time on Task ²: 25 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: 2000 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.

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 online mode. 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: 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://policie>

[s.mq.edu.au](https://www.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 Enquiry Service

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

Equity 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.

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 from Previous Offering

Teaching materials were updated.

Changes since First Published

Date	Description
15/07/2021	Late Submission Penalty Statement