MKTG8007
Business-to-Business Marketing Strategy
Session 2, Special circumstances 2021

Department of Marketing

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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 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.

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Hurdle</th>
<th>Due</th>
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<tbody>
<tr>
<td>Practice-based activities</td>
<td>25%</td>
<td>No</td>
<td>Weeks 1-13</td>
</tr>
<tr>
<td>Simulation Game report</td>
<td>45%</td>
<td>No</td>
<td>Marketing plan Week 3-7; Report Week 8</td>
</tr>
<tr>
<td>B2B Strategic Plan</td>
<td>30%</td>
<td>No</td>
<td>Week 13</td>
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**Assessment Tasks**

**Practice-based activities**

Assessment Type: Participatory task  
Indicative Time on Task: 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: Simulation/role play
Indicative Time on Task: 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: Report
Indicative Time on Task: 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.


Unit Schedule

Please refer to iLearn

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.m
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 (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/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**

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<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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