



# MKTG8007

## Business-to-Business Marketing Strategy

Session 2, Online-scheduled-weekday 2022

*Department of Marketing*

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#### **Disclaimer**

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## General Information

Unit convenor and teaching staff

Unit Convenor and Lecturer

Dr John Edwards

[john.edwards@mq.edu.au](mailto:john.edwards@mq.edu.au)

Contact via Email

Tuesday 4.30pm to 5.30pm

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 Submission Penalty

Unless an application for [Special Consideration](#) has been submitted and approved, a 5% penalty (of the total possible mark) will be applied each day a written assessment is not submitted, up until the 7th day (including weekends). After the 7th day, a grade of '0' will be awarded even if the assessment is submitted. Submission time for all written assessments is set at 11.55pm. A 1-hour grace period is provided to students who experience a technical concern.

For any late submissions of time-sensitive tasks, such as scheduled tests, exams, performance assessments, and/or scheduled practical assessments/labs, students need to submit an application for [Special Consideration](#).

## Assessment Tasks

Name	Weighting	Hurdle	Due
<a href="#">Simulation Game report</a>	45%	No	Marketing plan Week 3-7; Report Week 8
<a href="#">Practice-based activities</a>	25%	No	Weeks 2 to 12
<a href="#">B2B Strategic Plan</a>	30%	No	Week 13

### 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.

## Practice-based activities

Assessment Type <sup>1</sup>: Participatory task

Indicative Time on Task <sup>2</sup>: 13 hours

Due: **Weeks 2 to 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 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.

## B2B Strategic Plan

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

Indicative Time on Task <sup>2</sup>: 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.

<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

**Classes:** This unit has 3 hours of teaching per week, consisting of 1 x 1-hour seminar and 1 x 1.5-hour workshop as per the 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.

### One and half-hour Workshop:

Workshops are presented in online mode. The workshop starts in Week 2. 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, and 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, and 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

### Outline of Topics

W1: Introduction to B2B Marketing

W2: How do Business Customers Buy?

W3: Strategic Planning for Business Markets

W4: Segmentation, Targeting, and Positioning Strategies

W5: Marketing Strategies for New Market Entries

W6: Product Strategy / New Product Development

W7: Marketing Services in Business Markets

W8: Pricing Strategies for Business Markets

W9: Managing Supply Chain and Logistics

W10: Customer Relationship Strategies in Business Markets

W11: Communications - Business Markets

W12: Personal Selling / Sales Management

W13: Course Review

Access to ilearn for more information about the topics: Click on [www.ilearn.mq.edu](http://www.ilearn.mq.edu)

## 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](#)
- [Assessment Procedure](#)
- [Complaints Resolution 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](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)

## Academic Integrity

At Macquarie, we believe [academic integrity](#) – honesty, respect, trust, responsibility, fairness and courage – is at the core of learning, teaching and research. We recognise that meeting the expectations required to complete your assessments can be challenging. So, we offer you a range of resources and services to help you reach your potential, including free [online writing and maths support](#), [academic skills development](#) and [wellbeing consultations](#).

## Student Support

Macquarie University provides a range of support services for students. For details, visit <http://students.mq.edu.au/support/>

### The Writing Centre

[The Writing Centre](#) provides resources to develop your English language proficiency, academic writing, and communication skills.

- [Workshops](#)
- [Chat with a WriteWISE peer writing leader](#)
- [Access StudyWISE](#)
- [Upload an assignment to Studiosity](#)
- [Complete the 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

Macquarie University offers a range of [Student Support Services](#) including:

- [IT Support](#)
- [Accessibility and disability support](#) with study
- Mental health [support](#)
- [Safety support](#) to respond to bullying, harassment, sexual harassment and sexual assault
- [Social support including information about finances, tenancy and legal issues](#)

## Student Enquiries

Got a question? Ask us via [AskMQ](#), or contact [Service Connect](#).

## 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.

## Changes from Previous Offering

Teaching Materials have been updated.

The late assessment submission policy has been updated.