



# MKTG8007

## Business-to-Business Marketing Strategy

Session 2, In person-scheduled-weekday, North Ryde 2024

*Department of Marketing*

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## General Information

Unit convenor and teaching staff

Lecturer

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Contact via Email

239 / 4 ER (North Ryde Campus)

Mondays, 4:30pm-5:30pm, via Zoom / MS Teams.

Credit points

10

Prerequisites

Admission to MMktg and MKTG6096

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, individually and/or in collaboration with peers.

**ULO2:** Apply B2B marketing principles and strategies to solve marketing problems,

individually and/or in collaboration with peers.

**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 (written assessments)

Unless a Special Consideration request 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/presentations, and/or scheduled practical assessments/labs, students need to submit an application for Special Consideration.

## Assessment Tasks

Name	Weighting	Hurdle	Due
<u>Practice-based activities</u>	30%	No	Weeks 2-13
<u>B2B Presentation</u>	30%	No	Week 8
<u>B2B Strategic Marketing Project</u>	40%	No	Week 13

### Practice-based activities

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

Indicative Time on Task <sup>2</sup>: 10 hours

Due: **Weeks 2-13**

Weighting: **30%**

Students will participate in discussions and activities (e.g., case studies, discussion questions, scenarios, quizzes, etc) during the workshops. 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.

On successful completion you will be able to:

- Critically analyse B2B marketing theories, principles, and strategies, individually and/or

in collaboration with peers.

- Apply B2B marketing principles and strategies to solve marketing problems, individually and/or in collaboration with peers.
- Formulate marketing strategies to create competitive advantage in B2B markets.

## B2B Presentation

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

Indicative Time on Task <sup>2</sup>: 30 hours

Due: **Week 8**

Weighting: **30%**

Students prepare a **15-minute** presentation. The presentation will be based on intensive research and analysis conducted about a B2B marketing company and its strategy.

On successful completion you will be able to:

- Critically analyse B2B marketing theories, principles, and strategies, individually and/or in collaboration with peers.
- Apply B2B marketing principles and strategies to solve marketing problems, individually and/or in collaboration with peers.
- Formulate marketing strategies to create competitive advantage in B2B markets.

## B2B Strategic Marketing Project

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

Indicative Time on Task <sup>2</sup>: 40 hours

Due: **Week 13**

Weighting: **40%**

This assignment gives students the opportunity to apply their knowledge of B2B theories and strategies to a 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, individually and/or in collaboration with peers.

- Apply B2B marketing principles and strategies to solve marketing problems, individually and/or in collaboration with peers.
  - Formulate marketing strategies to create competitive advantage in B2B markets.
  - Make recommendations to address B2B marketing problems.
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<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

### TEACHING AND LEARNING STRATEGY

The unit will consist of pre-recorded lectures (up to 1 hour) + live workshops (2 hours). During the live workshops, students are expected to be active and engaged learners, contributing fully to workshop sessions. Learning activities include individual and group tasks that are to be completed during private study and in the workshops. Students must prepare in advance so they can participate in classes and online discussion forum and are required to work in small groups and discuss the materials assigned each week.

The lecture notes will be posted on [iLearn](#) on a weekly basis.

### ATTENDANCE

Students are expected to participate in classes, be prepared to work in small groups and discuss the materials assigned each week. To complete this unit satisfactorily, students are expected to attend at least 80% of the scheduled classes. Attendance will be taken in class. Students are expected to arrive on time and not to leave until the class ends.

### REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

There is no prescribed textbook for this subject.

A list of required reading and multimedia learning resources (e.g., short video case studies) will be available on iLearn.

A list of supplementary readings will be provided via iLearn.

*Recommended texts:* Students are strongly encouraged to read Brennan, R., & Canning, L. (2024). Business-to-business marketing (Sixth edition.). Sage.

### TECHNOLOGY USED AND REQUIRED

- Use of a PC or laptop is required to complete tasks on iLearn and to access iLearn for course materials
- Software required: E.g., Zoom, Word processing, PowerPoint, video recorder & video/media player, Acrobat Reader.

## Unit Schedule

Please refer to [iLearn](#) for more detailed information about Unit Schedule

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#) (<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>). 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>) 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 [connect.mq.edu.au](https://connect.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 Advocacy](#) provides independent advice on MQ policies, procedures, and processes

## Student Enquiries

Got a question? Ask us via the [Service Connect Portal](#), 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.

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Unit information based on version 2024.04 of the [Handbook](#)