MKTG3001

Business to Business Marketing

Session 2, Online-scheduled-weekday 2024

Department of Marketing

Contents

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General Information

Unit convenor and teaching staff
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as needed

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Credit points
10

Prerequisites
130 cp at 1000 level or above including MKTG1003

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://www.mq.edu.au/study/calendar-of-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, individually and/or in collaboration.

ULO3: Identify and apply theoretically-grounded solutions to business-to-business 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
Practice-based task	30%	No	Week 1-12
Case study analysis	30%	No	Week 8
Report	40%	No	Week 13

Practice-based task

Assessment Type [1]: Participatory task
Indicative Time on Task [2]: 22 hours
Due: **Week 1-12**
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, individually and/or in collaboration.
- Identify and apply theoretically-grounded solutions to business-to-business marketing problems.

Case study analysis

Assessment Type [1]: Case study/analysis
Indicative Time on Task [2]: 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, individually and/or in collaboration.
- Identify and apply theoretically-grounded solutions to business-to-business marketing problems.

Report

Assessment Type [1]: Report
Indicative Time on Task [2]: 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, individually and/or in collaboration.

- Identify and apply theoretically-grounded solutions to business-to-business marketing problems.

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[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 Writing Centre 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 pre-recorded lecture and 1 x 2-hour workshop as per unit schedule during the semester. The one-hour lecture content is available in iLearn; students should review these prior to scheduled workshops. The 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 pre-reading before attending workshops. The workshops are active engagement workshops and provide opportunities for students to participate in learning experiences. 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: Brennan, Ross, Louise Canning, Raymond McDowell. Business-to-Business Marketing, 5th Edition. Sage Publications Ltd (UK)

Recommended texts: Biemans, W. G. Business to Business Marketing: A Value-driven Approach. McGraw-Hill Higher Education

Giglierano, J. J., Vitale, R., & Pfoertsch, W. Business to Business Marketing: Analysis and Practice. Pearson Education.

Unit Schedule

Week	Date/Week	Lecture Topic	Due

1	22 July	Business to business markets	Active engagement
2	29 July	Business customer purchasing behaviour	Active engagement
3	5 Aug	Inter firm relationships and networks	Active engagement
4	12 Aug	Responsible business to business strategy	Active engagement
5	19 Aug	Business market segmentation	Active engagement
6	26 Aug	Managing Product offerings and innovation in B2B Markets	Active engagement
7	2 Sep	Services for business markets	Active engagement
8	9 Sep	Routes to market and supply chain management	Active engagement Case Study Analysis Due
TWO WEEK RECESS			
9	30 Sep	Price setting in business to business markets	Active engagement
10	7 Oct	Market communication in the B2B Context	Active engagement
11	14 Oct	Relationship communication	Active engagement
12	21 Oct	Relationship portfolio and key account management	Active engagement
13	28 Oct	Corporate reputation management	Business Report Due

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 ask.mq.edu.au or if you are a Global MBA student contact 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 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/.

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.

Unit information based on version 2024.03 of the Handbook