



MKTG3001

Business to Business Marketing

Session 2, Online-scheduled-weekday 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convener & Lecturer

Manjunath Padigar

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Contact via Email

239 / 4 ER (North Ryde Campus)

Thursdays 9 AM, Prior appointment necessary.

Credit points

10

Prerequisites

130 cp at 1000 level or above including MKTG1003

Corequisites

Co-badged status

Unit description

Business-to-business markets are the unseen engines powering the global economy. They are vast, often dwarfing consumer markets in terms of complexity, size, and value. Every consumer product, from your smartphone to your sneakers, is the result of countless business-to-business transactions. Understanding these markets is crucial to understanding the business world itself. In this unit, students learn about key challenges surrounding business-to-business marketing, with a focus on relationship building, joint problem solving, and creating value in complex supply chains. This unit develops students' knowledge and skills in managing multiple stakeholders, navigating long sales cycles, and implementing large-scale solutions. By completing this unit, students will be well-prepared for exciting career opportunities in the business-to-business market that offer immense satisfaction and growth potential.

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:

If you submit your assessment late, 5% of the total possible marks will be deducted for each day (including weekends), up to 7 days. Submissions more than 7 days late will receive a mark of 0.

Example 1 (out of 100): If you score 85/100 but submit 20 hours late, you will lose 5 marks and receive 80/100.

Example 2 (out of 30): If you score 27/30 but submit 20 hours late, you will lose 1.5 marks and receive 25.5/30.

Extensions Automatic short extension: Some assessments are eligible for automatic short extension. You can only apply for an automatic short extension before the due date.

Special Consideration: If you need more time due to serious issues and for any assessments that are not eligible for Short Extension, you must apply for Special Consideration. Need help? Review the Special Consideration page for further details.

Assessment Tasks

Name	Weighting	Hurdle	Due	Groupwork/Individual	Short Extension	AI Approach
Professional practice: Strategic problem solving	30%	No	18/09/2026	Group	No	Open AI
Skills development: Developing B2B expertise	30%	No	30/10/2026	Individual	Yes	Open AI
Professional practice: B2B strategic analysis	40%	No	06/11/2026	Individual	Yes	Open AI

Professional practice: Strategic problem solving

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 14 hours

Due: **18/09/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Open AI

The purpose of this assessment is for you to deepen your understanding of business-to-business marketing concepts by practically applying your knowledge and skills to a real-world situation, encouraging you to engage with current issues in your field.

You will collaborate with your team members to analyse a specific problem pertaining to a business-to-business company, apply theory to solve the problem, and evaluate and present alternative solutions.

Skills in focus:

- Communication skills
- Collaboration skills
- Work readiness
- Critical thinking and problem solving
- Discipline knowledge

Deliverable(s): Presentation [Max. 15 mins]

Group assessment

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.

Skills development: Developing B2B expertise

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 22 hours

Due: **30/10/2026**

Weighting: **30%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to develop your skills and expertise in Business-to-Business Marketing through regular and meaningful engagement with the coursework.

You will complete tasks relevant to key topics in the unit and provide a professional reflection on three curated activities and the skills and expertise you developed.

Skills in focus:

- Critical thinking and problem solving
- Work readiness

- Discipline knowledge

Deliverable(s): Written reflection [max. 1,500 words]

Individual assessment

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.

Professional practice: B2B strategic analysis

Assessment Type ¹: Professional task

Indicative Time on Task ²: 20 hours

Due: **06/11/2026**

Weighting: **40%**

Groupwork/Individual: Individual

Short extension ³: Yes

AI Approach: Open AI

The purpose of this assessment is for you to address contemporary challenges facing business-to-business companies, with the goal of enhancing decision-making processes in a B2B context. You will analyse these challenges to identify opportunities that can improve operational efficiencies and guide strategic decisions.

Skills in focus:

- Critical thinking and problem solving
- Discipline knowledge
- Work readiness
- Communication skills

Deliverable(s): Written report of [max. 2000 words]

Individual assessment

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.

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
- [Academic Success](#) 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.

³ An automatic short extension is available for some assessments. Apply through the [Service Connect Portal](#).

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 1.5-hour tutorial as per the unit schedule during the semester. The one-hour lecture content is available in iLearn; students should review this prior to the scheduled tutorial. The tutorials are presented in both F2F and online modes. Students should enroll in only one tutorial based on their preference. The tutorial starts in week one. Students need to engage in pre-reading before attending tutorials. The tutorials are active engagement tutorials and provide opportunities for students to participate in learning experiences. The timetable for tutorials 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.

Recommended text: "Business to Business Marketing Management: A Global Perspective" by Alan Zimmerman & Jim Blythe, 4th edition. Oxford: Routledge 2022. [Available for free online access via the library & added to the reading list].

Unit Schedule

Week#	Topic
1	Introduction to B2B Marketing
2	Business buying behaviour
3	Inter firm relationships and networks
4	Research business to business markets
5	Business market segmentation

6	Managing product offering and innovation
7	Service for business markets
8	Routes to market and supply chain
TWO WEEK RECESS	
9	Price setting
10	Market communication
11	Relationship management
12	Corporate reputation management
13	Looking into the future

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 connect.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/>

Academic Success

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

- [Ask a Study Coach](#)
- [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 <https://students.mq.edu.au/support/technology/service-desk>.

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 2026.04 of the [Handbook](#)