



MKTG8007

Business-to-Business Marketing Strategy

Session 2, In person-scheduled-weekday, North Ryde 2026

Department of Marketing

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General Information

Unit convenor and teaching staff

Unit Convener, Lecturer, & Tutor

Manjunath Padigar

manjunath.padigar@mq.edu.au

Contact via Email

239 / 4 ER (North Ryde Campus)

Thursdays 2 PM, Prior appointment necessary.

Credit points

10

Prerequisites

(Admission to MMktg and MKTG6096) or (Admission to GradCertResMQBS or GradDipResMQBS)

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:

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: B2B strategy challenge	30%	No	18/09/2026	Group	No	Observed
Skills development: B2B learning reflection	30%	No	30/10/2026	Individual	Yes	Open AI
Professional Practice: B2B challenges and opportunities	40%	No	06/11/2026	Individual	Yes	Open AI

Professional practice: B2B strategy challenge

Assessment Type ¹: Presentation task

Indicative Time on Task ²: 20 hours

Due: **18/09/2026**

Weighting: **30%**

Groupwork/Individual: Group

Short extension ³: No

AI Approach: Observed

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:

- Discipline knowledge
- Problem solving
- Collaboration and communication
- Work readiness

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

Group Assessment

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.

Skills development: B2B learning reflection

Assessment Type ¹: Reflection task

Indicative Time on Task ²: 20 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

- Communication skills

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

Individual Assessment

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.

Professional Practice: B2B challenges and opportunities

Assessment Type ¹: Professional task

Indicative Time on Task ²: 40 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

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

Individual Assessment

On successful completion you will be able to:

- 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.

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

TEACHING AND LEARNING STRATEGY

The unit will consist of pre-recorded lectures (up to 1 hour) + live seminars (2 hours). During the live seminars, 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. AND/ OR Zimmerman, A., & Blythe, J. (2022). Business to Business Marketing Management: A Global Perspective (Fourth edition.). Routledge.

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

Week#	Module	Topic
1	Module-I: Demonstrating & Managing Value.	Getting to know business markets & customers.
2		Deconstructing value in business markets.
3		Pricing management.
4		Managing value for the customer & value of the customer.
5		Managing offerings in business markets.
6	Module-II: Communicating Value.	Marketing communications in business markets.
7		Selling in business markets:
8	Module-III: Building Winning Relationships.	Managing customer relationships.
9		Account-based marketing.
10		Managing channel relationships.
11		Managing alliance relationships.
12	Module-IV: Staying ahead of the Curve.	Leveraging the power of digital in business markets.
13		Tracking market developments and futureproofing.

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](#)