



# MKTG205

## Business to Business Marketing

D2 2012

*Marketing and Management*

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## General Information

Unit convenor and teaching staff

Unit Convenor

Ronald Innis

[ronald.innis@mq.edu.au](mailto:ronald.innis@mq.edu.au)

Contact via [ronald.innis@mq.edu.au](mailto:ronald.innis@mq.edu.au)

By Arrangement by email

Credit points

3

Prerequisites

MKTG101

Corequisites

Co-badged status

Unit description

This unit defines and explains the nature of business marketing. It illustrates different types of business markets and how they differ from consumer markets. The demand for business products and services are considered. Different approaches to business marketing are discussed as typified in the relationships between buyers and sellers. The unit will consider: the purchasing function; organisational buyer behaviour; business marketing opportunities and strategy; developing a marketing mix in a business market; managing customer relationships; sales and sales management; as well as managing the marketing program and customer retention.

## 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:

To introduce students to the role and importance of business marketing and its  
Interweaving relations and networks as key determinants of firms? and nations?  
competitiveness

To give students an understanding of the factors affecting the nature and development of  
business marketing, relations and networks.

To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

## Assessment Tasks

Name	Weighting	Due
Case Study	15%	Week 3, 5, 6
Assignment	30%	Week 11-13
Quiz	15%	Week 7
Final Examination	40%	University Examination Period

### Case Study

Due: **Week 3, 5, 6**

Weighting: **15%**

Group presentation: 5%; Individual case analysis: 10%

Submission

In class

Extension & Penalties

No extensions will be granted. Late tasks will be accepted up to 72\* hours after the submission deadline. There will be a deduction of 20%\* of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. This penalty does not apply for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Understanding of business marketing issues applied to the case.

On successful completion you will be able to:

- To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.

### Assignment

Due: **Week 11-13**

Weighting: **30%**

Submission

Interim report (due Week 4)

Presentation (due Week 11 or 12)

Final group tender proposal report (due Week 13)

Extension & Penalties

No extensions will be granted. Late tasks will be accepted up to 72\* hours after the submission deadline. There will be a deduction of 20%\* of the total available marks made from the total awarded mark for each 24 hour period or part thereof that the submission is late. This penalty does not apply for cases in which an application for special consideration is made and approved.

What is required to complete the unit satisfactorily

Refer to iLearn unit outline details and tutorial materials.

On successful completion you will be able to:

- To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.
- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

## Quiz

Due: **Week 7**

Weighting: **15%**

Submission

In tutorial in Week 7.

Extension & Penalties

Students may only sit for the quiz once in your enrolled tutorial class. Failure to sit for this quiz will result in zero grade. Students will only be given special consideration for non-attendance under exceptional circumstances, supported by documentary proof (e.g., medical certificates).

What is required to complete the unit satisfactorily

Satisfactorily respond to the set short answer questions.

On successful completion you will be able to:

- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

## Final Examination

Due: **University Examination Period**

Weighting: **40%**

## Examination conditions

A 3-hour final closed book examination for this unit will be held during the University Examination period.

What is required to complete the unit satisfactorily

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

On successful completion you will be able to:

- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

## Delivery and Resources

### Classes

- Students must attend the lecturer plus one of the tutorials
- The timetable for classes can be found on the University web site at:  
<http://www.timetables.mq.edu.au/>

### Prizes

None

## Required and Recommended Texts and/or Materials

### Prescribed Text

Michael D. Hutt and Thomas W. Speh, "Business Marketing Management: B2B, South-Western, Cengage Learning, 10th Edn, 2010 ISBN-13:9780324581676 ISBN-10:032458167X

### Recommended supplementary text are:

- David Ford et al, Managing Business Relationships, 2nd edn, Wiley, 2003
- Bingham, Gomes, Knowles, Business Marketing, McGraw Hill, 3rd edn, 2005
- David Ford et al, The Business Marketing Course, John Wiley, 2002
- Mullins J., Walker O., Boyd H., and Larréché J.-C., 2006 Marketing Management: A Strategic Decision-Making

## Technology Used and Required

- Students are required to know how to use power point, word processing and iLearn.

### Unit Web Page

- The web page for this unit can be found at: <http://ilearn.mq.edu.au>

## Learning and Teaching Activities

The course consists of 13 lectures of 2 hours each plus 1 hour tutorial. The teaching and learning process will comprise of lectures, case studies, group exercises, and discussions. Students are expected to participate in class discussion; read in advance the relevant chapter of the text book; follow current developments in the business sector.

## Unit Schedule

Week	Topic	Readings/ Specific Tasks/ Tutorials
1	Introduction to Marketing Strategy <ul style="list-style-type: none"> <li>• Course Assessment</li> <li>• Overview Subject Outline</li> </ul>	Hutt & Speh Business Marketing Management: B2B Chapter 1 No tutorial
2	The Business Market: Perspectives on the Organizational Buyer	Hutt & Speh Business Marketing Management: B2B Chapter 2 Form Groups (max 4) for Case Study and Tendering Group Project.
3	Organizational Buying Behaviour The Tendering Process – B2B White Papers	Hutt & Speh Chapter 3 Case presentation Groups 1 and 2
4	Customer Relationship Management Strategies for Business Markets	Hutt & Speh Chapter 4 Team Tender Interim Report Submission and discussion
5	Segmenting the Business Market and Estimating Segment Demand	Hutt & Speh Chapter 5 Case presentation Groups 3 & 4
6	1. Business Marketing Planning: Strategic Perspectives  2. Business Marketing Strategies for Global Markets	Hutt & Speh Chapter 6  Hutt & Speh Chapter 7  Case presentation Groups 5 & 6

7	Business Marketing Communications: Advertising and Sales Promotion	Hutt & Speh Chapter 15 Short answer Quiz
<b>Semester Break</b>		
8	1. Managing Products for Business Markets 2. Pricing Strategy for Business Markets	Hutt & Speh Chapter 8 Hutt & Speh Chapter 14 Review of short answer quiz
9	1. Managing Innovation and New Industrial Product Development 2. Managing Services for Business Markets	Hutt & Speh Chapter 9 Hutt & Speh Chapter 10 Tendering discussion
10	1. Business Marketing Communications: Managing the Personal Selling Function 2. Managing Business Marketing Channels	Hutt & Speh Chapter 16 Hutt & Speh Chapter 11 Tendering discussion
11	Supply Chain Management	Hutt & Speh Chapter 13 Group Tender Proposal Presentation for Groups 1-3
12	E-Commerce Strategies for Business Markets	Hutt & Speh Chapter 12 Group Tender Proposal Presentation for Groups 4-6
13	Marketing Performance Measurement and Course Review	Hutt & Speh Chapter 17 Final Group Tender Proposal Report due Friday 11 November

## Policies and Procedures

Macquarie University policies and procedures are accessible from [Policy Central](#). Students should be aware of the following policies in particular with regard to Learning and Teaching:

Academic Honesty Policy [http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Assessment Policy <http://www.mq.edu.au/policy/docs/assessment/policy.html>

Grade Appeal Policy <http://www.mq.edu.au/policy/docs/gradeappeal/policy.html>

Special Consideration Policy [http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

In addition, a number of other policies can be found in the [Learning and Teaching Category](#) of Policy Central.

## Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

## Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

## Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandeconomics.mq.edu.au/new\\_and\\_current\\_students/undergraduate\\_current\\_students/how\\_do\\_i/grade\\_appeals/](http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/)



## Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

[http://www.mq.edu.au/policy/docs/special\\_consideration/policy.html](http://www.mq.edu.au/policy/docs/special_consideration/policy.html)

## Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: <http://students.mq.edu.au/support/>.

### UniWISE provides:

- Online learning resources and academic skills workshops [http://www.mq.edu.au/learning\\_skills/](http://www.mq.edu.au/learning_skills/)
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

## Student Services and Support

Students with a disability are encouraged to contact the [Disability Support Unit](#) who can provide appropriate help with any issues that arise during their studies.

## Student Enquiries

Details of these services can be accessed at <http://www.student.mq.edu.au/ses/>.

## IT Help

If you wish to receive IT help, we would be glad to assist you at <http://informatics.mq.edu.au/help/>.

When using the university's IT, you must adhere to the [Acceptable Use Policy](#). The policy applies to all who connect to the MQ network including students and it outlines what can be done.

## Graduate Capabilities

### Discipline Specific Knowledge and Skills

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able

to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:

## **Learning outcome**

- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

## **Assessment tasks**

- Quiz
- Final Examination

## **Critical, Analytical and Integrative Thinking**

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

## **Learning outcomes**

- To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.
- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

## **Assessment tasks**

- Quiz
- Final Examination

## **Problem Solving and Research Capability**

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:

## **Learning outcomes**

- To introduce students to the role and importance of business marketing and its

Interweaving relations and networks as key determinants of firms? and nations?  
competitiveness

- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group.

## **Assessment tasks**

- Case Study
- Assignment
- Final Examination

## **Creative and Innovative**

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

## **Learning outcome**

- To introduce students to the role and importance of business marketing and its  
Interweaving relations and networks as key determinants of firms? and nations?  
competitiveness

## **Assessment tasks**

- Case Study
- Assignment