MKTG205

Business to Business Marketing

S2 Day 2019

Department of Marketing

Contents

General Information 2

Learning Outcomes 3

Assessment Tasks 3

Delivery and Resources 6

Policies and Procedures 7

Graduate Capabilities 8

Changes from Previous Offering 10

Research & Practice, Global contexts & Sustainability 10

Disclaimer

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General Information

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Credit points
3

Prerequisites
MKTG101

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 analyze 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:

Explain and apply the theories and concepts underpinning Business-to-Business Marketing.

Identify and solve business-to-business marketing problems.

Analyse business-to-business environment to identify opportunities.

Assessment Tasks

Name	Weighting	Hurdle	Due
In Class Activities	30%	No	Week 2-12
Case Study Analysis	30%	No	Week 8
Business Analysis Report	40%	No	Week 13

In Class Activities

Due: **Week 2-12**
Weighting: **30%**

Assessment summary

Task description

Workshop activities gives you opportunities to internalise your learning. These activities also allow you to engage in discussions and share your thoughts, help you articulate and communicate your points of view, and develop not only your own knowledge, but also assist your fellow classmates to gain a better understanding of the topic.

Due date

Week 2-13

Link to learning outcome

1, 2, 3

Type of collaboration

Individual and group

Submission

In class and iLearn

Format

Please refer to the iLearn Unit Page

Length

Please refer to the iLearn Unit Page

Submitting an application for Special Consideration and having it approved does not guarantee that you will secure your mark for the workshops you miss.

More information and supplementary documents will be located on iLearn and discussed in class. Marking criteria will be on iLearn.

No extensions will be granted. Late submission is subject to penalty.

On successful completion you will be able to:

- Explain and apply the theories and concepts underpinning Business-to-Business Marketing.
- Identify and solve business-to-business marketing problems.
- Analyse business-to-business environment to identify opportunities.

Case Study Analysis

Due: **Week 8**
Weighting: **30%**

Assessment summary

Task description

The case study analysis report will assess your ability to analyse a case, marshal your thoughts and ideas and communicate them via a written analysis. The aim of case study analysis is to apply theory to solve the case and answer the case questions.

Due date

Week 8

Link to learning outcome

1, 2

Type of collaboration

Individual

Submission

Please submit via turnitin link in iLearn

Format

Please refer to the iLearn Unit Page

Length

1500 words±10%

More information on the research project and supplementary documents will be located on iLearn and discussed in the class. Marking criteria will be on iLearn.

No extensions will be granted. Late submission is subject to penalty.

On successful completion you will be able to:

- Explain and apply the theories and concepts underpinning Business-to-Business Marketing.
- Identify and solve business-to-business marketing problems.

Business Analysis Report

Due: **Week 13**
Weighting: **40%**

Assessment summary

Task description

This assignment gives you the opportunity to examine how companies operate in the business environment. Writing an effective business report is a necessary skill for communicating ideas in the business environment.

Due date

Week 13

Link to learning outcome

1, 3

Type of collaboration

Individual

Submission

Please submit via turnitin link in iLearn

Format

Please refer to the iLearn Unit Page

Length

2500 words±10%

More information and supplementary documents will be located on iLearn and discussed in class. No extensions will be granted. Marking criteria will be on iLearn.

No extensions will be granted. Late submission is subject to penalty.

On successful completion you will be able to:

- Explain and apply the theories and concepts underpinning Business-to-Business Marketing.
- Analyse business-to-business environment to identify opportunities.

Delivery and Resources

Classes

This unit has 3 hours online and face-to-face teaching per week, consisting of 1 hour recorded online lecture and activities and 1 x 2-hour workshop as per unit schedule during the semester. Students may enrol in one of the workshops. Please check the unit timetable for further information. The timetable for classes can be found on the University web site 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 internet, use word processing software and power point program that are required for preparation of assignments and presentations.

Unit Web Page

- Course material is available on the learning management system (iLearn) at: http://ilearn.mq.edu.au.
- Students will find teaching resources to assist their study on iLearn, such as lecture notes, practice questions and other resources.
- Students are required to check iLearn regularly for announcements.

What is expected from students?

This unit is 1 hours online lecture and activities and 1x2 hour workshop per week over 13 weeks. The total time commitment required for this unit is a minimum of 150 hours. Specifically, in addition to the 3 hours of class contact per week, students are expected to devote an additional 10 hours in self-directed study. This includes time spent in preparing for classes, preparing for and completing assessment tasks, together with time spent in general study, and revision. It is expected that all students come to the class on time and fully prepared for discussion.

Students are expected to complete all assessment tasks for this subject. Successful completion of this unit requires the student to achieve at least 50% in total in the assessment tasks offered.

Prescribed and Recommended Texts and/or Materials

Throughout the semester, a combination of textbooks, journal articles, and online materials (e.g. links to websites, 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, 4th*

Edition. Sage Publications Ltd (UK), 2017.

Recommended texts:

Biemans, W. G. (2010). *Business to Business Marketing: A Value-driven Approach*. McGraw-Hill Higher Education

Giglierano, J. J., Vitale, R., & Pfoertsch, W. (2011). *Business to Business Marketing: Analysis and Practice*. Pearson Education.

Zimmerman, Alan, Jim Blythe. *Business to Business Marketing Management, 3rd Edition*. Routledge, 2017.

Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central). 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
- Grade Appeal Policy
- Complaint Management Procedure for Students and Members of the Public
- Special Consideration Policy *(**Note:** The Special Consideration Policy is effective from 4 December 2017 and replaces the Disruption to Studies Policy.)*

Undergraduate students seeking more policy resources can visit the Student Policy Gateway (https://students.mq.edu.au/support/study/student-policy-gateway). It is your one-stop-shop for the key policies you need to know about throughout your undergraduate student journey.

If you would like to see all the policies relevant to Learning and Teaching visit Policy Central (https://staff.mq.edu.au/work/strategy-planning-and-governance/university-policies-and-procedures/policy-central).

Student Code of Conduct

Macquarie University students have a responsibility to be familiar with the Student Code of Conduct: https://students.mq.edu.au/study/getting-started/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

Student Support

Macquarie University provides a range of support services for students. For details, visit http://students.mq.edu.au/support/

Learning Skills

Learning Skills (mq.edu.au/learningskills) provides academic writing resources and study strategies to improve your marks and take control of your study.

- Workshops
- StudyWise
- Academic Integrity Module for Students
- Ask a Learning Adviser

Student Services and Support

Students with a disability are encouraged to contact the Disability Service who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

For all student enquiries, visit Student Connect at ask.mq.edu.au

If you are a Global MBA student contact globalmba.support@mq.edu.au

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.

Graduate Capabilities

Capable of Professional and Personal Judgement and Initiative

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

Learning outcome

- Analyse business-to-business environment to identify opportunities.

Assessment task

- Business Analysis Report

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

- Explain and apply the theories and concepts underpinning Business-to-Business Marketing.

Assessment task

- In Class Activities

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 outcome

- Analyse business-to-business environment to identify opportunities.

Assessment task

- Business Analysis Report

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 outcome

- Identify and solve business-to-business marketing problems.

Assessment task

- Case Study Analysis

Changes from Previous Offering

Delivery of this unit from traditional teaching has changed to more interactive teaching. Students will engage in their learning in both online and in the classroom. This way of teaching is flexible and students can plan and manage their learning to a great extent that suits them.

Research & Practice, Global contexts & Sustainability

This unit addresses integration of research and practice by analysing business environment and practices.