



BUSINESS TO BUSINESS (B2B) MARKETING

Course code	<i>MNG228</i>
Course title	<i>Business to business marketing (B2B)</i>
Type of course	<i>Main</i>
Level of studies	<i>Undergraduate</i>
Department in charge	<i>Undergraduate studies</i>
Semester	<i>6th semester</i>
ECTS	<i>6; 48 acad. hours of lectures and other in-class activities, 112 acad. hours of self-study, 2 hours of consultations</i>
Coordinating teacher	<i>dr. Nikolaj Ambrusevič</i>
Study form	<i>Full-time</i>
Course prerequisites	-
Language of instruction	<i>English</i>

Course description

The course is designed to examine the marketing functions of organisations marketing goods and services to other organisations, rather than final consumers. Major emphasis is paid to business buyer behaviour and business marketing environment as key factors shaping business marketing strategy development, planning, implementation, and control.

Course Aim

The course is intended to provide students the fundamental knowledge of B2B concepts and techniques with following outcomes:

1. The students incorporate both traditional and contemporary aspects of marketing to recognise the impact of the surrounding environments on B2B marketing decision-making.
2. The students understand the basic components of B2B marketing; Institutional Consumer Behaviour, B2B Marketing Research, Products, Distribution, Promotion, and Pricing of B2B marketing operations.
3. The students explain major concepts in B2B marketing, define key terms, integrate topics, and demonstrate how B2B marketing managers make every day and long-run B2B marketing decisions.
4. The students analyse essential quantitative and qualitative B2B marketing problems through exercises and case analyses.

Course learning outcomes (CLO)	Study methods	Assessment methods
CLO1. To develop an understanding of the elements of main B2B marketing concepts, theories and processes	Lecture, self-study	case study, seminar participation, project presentation, exam
CLO2. To be able to analyse micro and macro environments; to analyse industrial trends and to be able to apply evolution tools in order to understand overall business performance	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO3. To be able to describe the impact of economic, social, political, and cultural variables, which affect marketing operations	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO4. To apply B2B concepts in an example of certain organisations, and to provide recommendations and solutions for improvement of business results	Lecture, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO5. To be able to evaluate possible risks in decision-making process	Lecture, problem solving, group homework, seminar, self-study	case study, seminar participation, project presentation, exam
CLO6. To be able to work in a team, to present work results in written or oral form, to be able to argument decisions	Group homework, seminar, self-study	case study, seminar participation, exam



Teaching and learning methods

Quality assurance

The quality of the course is assured by the variety of teaching and learning methods, interim knowledge assessment, continuous discussions of individual and group work, other assignment results, as well as by supply of learning materials to students.

Cheating prevention

Variety of assignments for individual and group work reduces chances for plagiarism; cheating possibilities are prevented by having individual tasks/questions to inhibit any acts of dishonesty during exams.

#	TOPIC	CLASS HOURS		READINGS
		LECTURE	SEMINAR	
1	Introduction to B2B marketing. Differences and special features of B2B marketing.	2.0	2.0 CASES	[1] Ch. 1
2	B2B product characteristics. Types of B2B goods and services. Importance of supply and demand.	2.0	2.0 CASES	[1] Ch. 2
3	B2B customer. Decision-making and buying stages. Factors influencing purchasing decisions. Lean thinking. Kraljic's purchasing model. Monczka's purchasing model. Customer marketing and relationship management.	2.0	2.0 CASES	[1] Ch. 3
4	Strategic planning of B2B marketing. B2B market segmentation. Planning the Product/Services mix. Quick response manufacturing. Overhead value analysis. Kay's distinctive capabilities.	2.0	2.0 CASES	[1] Ch. 4, 5
5	Researching the B2B market. Organisations and their environment. Mintzberg's configurations. Organisation of market research. MABA analysis.	2.0	2.0 CASES	[1] Ch. 9, 11
6	Forecasting of B2B market. Sources of market information. Industrial dimensions. Selection of forecasting techniques. Road mapping.	2.0	2.0	[1] Ch. 9, 11
7	Midterm	2.0	2.0	
8	Channel management. Main distribution channels. Factors of channel choice. Distribution effectiveness analysis. Vendor managed inventory	2.0	2.0 CASES	[1] Ch. 11
9	Pricing. Simple pricing models. Factory gate pricing. Pricing objectives. Price monitoring.	2.0	2.0 CASES	[1] Ch. 15
10	Sales promotion. Influencing the buyer. Personal selling. Advertising. Other forms of sales promotion.	2.0	2.0 CASES	[1] Ch. 15
11	Managing innovation and quality. New industrial product development. The innovation cycle. Change quadrants. Kotter's eight phases of change. Quality management. The Kaizen/ Gemba model. Root cause analysis. The EFQM excellence model.	2.0	2.0 CASES	[1] Ch. 9
12	Digital B2B marketing. B2B marketing on Internet.	2.0	2.0 CASES	[1] Ch. 12,13
	TOTAL	24	24 CASES	48

Note: The instructor reserves the right to make certain changes in this syllabus if the need arises.

Course assignments and evaluation

Type of assignment	Topics	Total hrs.	Contribution towards final course grade, %
Case study assignment (group presentation + personal homework tasks)	Pegged to week	21	20%
Midterm	1-6	35	30%
Final examination	1-12	35	50%
Total:		112	100%



Explanation of assignments

Case study assignment

Groups of students will choose case study material to research and analyse, and prepare a group presentation. Each team will present their case of the seminar sessions and lead the follow-up discussion with questions prepared for the whole class. This will constitute 10% of the final course evaluation. The grade for any individual team member might be adjusted by one grade point (upwards or downwards) in accordance with his/ her contribution in preparing the case.

Based on theoretical guidelines, the set of three homework tasks will be provided for an individual assignment. Students will have to adopt theoretical frameworks and concepts in an example of their choice. This will constitute 10% of the final course evaluation.

Midterm:

Students will have to answer a set of open questions and a multiple-choice test, covering the content of the first six topics. This will constitute 30% of the final course evaluation.

Final examination

This is a comprehensive final exam covering class topics from 1 to 12. Exam form: written multiple-choice and open questions.

Exam consultations are provided during the regular class discussion sessions. The final examination account for 50% of the final grade. Previous assignment grades remain and cannot be made up for or changed.

Note that:

The final grade is computed using accumulative formula. **Insufficient grades are not included to the final grade.** If the final grade is insufficient, students will be allowed to retake the exam during the exam retake session. **The retake will substitute the final exam grade.**

Attendance and **active participation** during the classes and seminars might contribute max. 1.5 points to the final evaluation.

Course Literature

1. M.D. Hutt, T.W. Speh (2013). Business marketing management 11th ed. Cengage learning.
2. O. C. Walker et al. (2012). Marketing strategy. 7th ed. McGraw-Hill Irwin.
3. G. O. Harrell. (2012). Marketing: connecting with customers. 10th ed. Chicago Education Press.

Notes: For all classes the ethical conduct of ISM is valid and shall be kept upright at all times.