

MKT361e Business-to-Business Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

E-Learning: BLENDED - Learning is done MAINLY online using interactive study materials in Canvas. Students receive guidance and support from online instructors via discussion forums and emails. This is supplemented with SOME face-to-face sessions. If the course has an exam component, this will be administered on-campus.

Synopsis:

This course seeks to provide students with a sound introduction to the distinct nature of business-to-business (B2B) marketing, as well as its relative importance compared to consumer-focused marketing. It focuses its attention on the unique characteristics, issues and challenges faced by marketers when the customer is an organisation in terms of market research, buying behaviour, and marketing mix management. Emphasis is also placed on e-business as it has become the success story of exception in the otherwise unachieved internet revolution.

Topics:

- Introduction to Business Marketing
- Business Buying Process & Behaviour
- Business Market Analysis
- Business Market Segmentation
- Business Marketing Strategies
- E-Commerce in the Business Market
- Business Product Strategies & Decisions
- Business Pricing Strategies & Decisions
- Business Channels & Distribution Strategies & Decisions
- Business Sales Management & Personal Selling
- Business Marketing Communications
- Business Marketing Implementation & Control

Textbooks:

Zimmerman, Alan and Blythe, Jim: Business to Business Marketing Management 2013 Routledge
ISBN-13: 9781317190073

Zimmerman, Alan and Blythe, Jim: Business to Business Marketing Management 2013 Routledge
ISBN-13: 9781317190073-AA

Learning Outcome:

- Examine the essence and scope of B2B marketing in terms of products, services, and demand, and contrast it with consumer marketing
- Distinguish the characteristics of the major business market customers and business market products
- Examine the formal procedures an organization follows when making a purchase and the various ways it structures its purchasing operations
- Describe and analyse the macro-environmental factors and organizational factors that influence business buying
- Discuss the buying centre and types of business buying situations.
- Describe the market, and examine its structure, revenue and cost patterns as well as factors contributing to success.
- Discuss the segmentation process and apply the appropriate macro- and micro-segmentation variables to segment business markets.
- Apply the appropriate marketing strategies to a given business.
- Discuss the professional selling process and sales management.
- Discuss the unique characteristics of business products and the key aspects of product management.
- Analyse the key factors and other considerations that influence pricing decisions, and be able to apply appropriate pricing strategies.
- Explain the functions and design of distribution channels in business market, and discuss key factors affecting channel decisions and management
- Discuss the growing importance of supply chain management and e-commerce in the business markets.
- Discuss integrated marketing communication and be able to apply the various marketing communication tools effectively for a given a business or product.
- Apply marketing principles and practices to real and hypothetical situations.
- Organise information and apply them to particular marketing scenarios.
- Develop course competence through discussions.
- Demonstrate the essential knowledge and interpersonal skills to work effectively in a team.
- Show written proficiency.
- Prepare oral presentations in areas related to business-to-business marketing.

Continuous Assessment Component	Weightage (%)
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PRE-COURSE QUIZ	2
PARTICIPATION	6
GROUP BASED ASSIGNMENT	38
Sub-Total	50

Examinable Component	Weightage (%)
Written Exam	50
Sub-Total	50

Weightage Total **100**