

MKT361 Business-to-Business Marketing

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

This course aims to build on the foundational course Marketing Management. It seeks to provide students with an introduction to the distinct nature of business-to-business marketing as well as its relative importance against consumer-focused marketing. It focuses on the unique characteristics, issues, and challenges faced by business marketers when the customer is an organisation, from the perspective of market analysis, buying behaviour, market segmentation, professional selling and marketing communication.

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

Learning Outcome:

- Compare and contrast business-to-business marketing and business-to-consumer marketing.
- Examine the formal procedures of a purchasing operation; discuss the buying centre and types of business buying situations.
- Describe the macro-environmental factors and organisational factors that influence business buying.
- Discuss the segmentation process in business markets and apply the appropriate marketing strategies to any given business.
- Analyse the market, and examine its structure, revenue and cost patterns as well as factors contributing to success.
- Appraise the marketing mix of products and services for business markets including product management, pricing strategies, distribution and supply chain management, integrated marketing communication.

Assessment Strategies (Daytime Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	PRE-COURSE QUIZ 1	2
	PRE-COURSE QUIZ 2	2
	PRE-COURSE QUIZ 3	2
	TUTOR-MARKED ASSIGNMENT 1	18
	PARTICIPATION 1	6
	GROUP BASED ASSIGNMENT 1	20
Overall Examinable Components	Written Exam	50
Total		100