

MKT370 B2B Marketing and Sales Management

Level: 3

Credit Units: 5 Credit Units

Language: ENGLISH

Presentation Pattern: EVERY JULY

Synopsis:

Unknown to many, B2B marketing and sales form the bedrock for business development and growth. Consequently, developing an understanding on how the two functions complement each other is a vital skill for business executives. MKT370 B2B Marketing and Sales Management aims to highlight the importance of B2B marketing in developing markets, and how managing a good salesforce not only enhances market share, but also protects key clients against their competition. Some of the topics and concepts covered in this course includes key/global account management skills, promotions and activities of B2B businesses, and fundamentals of salesforce management which includes subtopics such as recruitment, training, and sales career development.

Topics:

- Introduction to business to business marketing
- Macro and organisational decision making for business buying
- Segmentation, targeting and positioning of products and services in business markets
- Pricing in business markets
- Channel design and supply chain management of business markets
- Integrated marketing communication in business-to-business marketing
- Analyse the role of personal selling and its relationship with marketing
- Assess the responsibility of sales and the preparation of the salesperson
- Setting up the sales team (1) – Technology, recruitment, and selection
- Setting up the sales team (2) – Motivating and training
- Appraising the sales team (1) – Sales force structure and rewards
- Appraising the sales team (2) – Budgeting, forecasting, and performance evaluation

Textbooks:

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

MKT370 Study Guide (UDC - SUSS) SUSS
ISBN-13: SG-1985

Selling and Sales Management (Customized Text) 11th David Jobber, Geoffrey Lancaster & Kenneth Le Meunier-FitzHugh Pearson
ISBN-13: 9789813350595

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
- Discuss the segmentation process in business markets and apply the appropriate marketing to any given business
- Appraise the forces that influence B2B sales and marketing environment
- Design and manage an effective sales team
- Evaluate sales team performance

Assessment Strategies - Regular Semester (Evening Class):

Components	Description	Weightage Allocation (%)
Overall Continuous Assessment	TUTOR-MARKED ASSIGNMENT 1	18
	GBA - VIDEO 1	14
	GBA - PPT 1	6
	PARTICIPATION 1	12
Overall Examinable Components	Written Exam	50
Total		100

*The information listed is subject to review and change.