

MKT370 B2B Marketing and Sales Management

Level: 5

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
- Strategic planning for global business markets
- Segmentation, targeting and positioning of products and services in business markets
- Pricing, channel design and supply chain management of business markets
- Integrated marketing communication in business to business marketing
- Analyse the role of personal selling
- Assess the impact of business forces on the role of sales and marketing in a company
- Preparing the salesperson (1) – Basic skills and preparations
- Preparing the salesperson (2) – Different approaches to selling
- Organising the sales team (1) – Putting the team together
- Organising the sales team (2) – Structuring and evaluating the team

Learning Outcome:

- Compare and contrast business-to-business marketing and business-to-consumer marketing
- Identify macro and organizational factors for in business buying decision making
- Analyse the segmentation process in business markets and apply the appropriate marketing strategies to any given business
- Appraise the marketing mix of products and services for business markets including product management, pricing strategies, distribution and supply chain management, integrated marketing communication.
- Appraise the forces in the sales environment
- Design and manage an effective sales team
- Evaluate sales team performance

Assessment Strategies (Daytime Class):

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