

SCHOOL OF MARKETING & INTERNATIONAL BUSINESS

MARK 319
ST: BUSINESS TO BUSINESS MARKETING

Trimester 1, 2013

COURSE OUTLINE

Names and Contact Details

Lecturer/Course Coordinator: Dr. Annie Liu
Office: Room 1102 - Level 11 Rutherford House
Phone: 463 5431
Email: annie.liu@vuw.ac.nz
Office Hours: Thursday 1:30-3:30pm

Course Administrator: Jessie Johnston
Office: RH 1121
Phone: 463 5330
Email: jessie.johnston@vuw.ac.nz
Office Hours: Monday to Friday 9.00 am – 4.00pm.

Trimester Dates

Teaching Period: Monday 4 March – Friday 7 June
Study Period: Monday 10 June – Thursday 13 June
Examination Period: Friday 14 June – Wednesday 3 July (inclusive)

Withdrawal from Course

1. Your fees will be refunded if you withdraw from this course on or before Friday 15 March 2012.
2. The standard last date for withdrawal from this course is Friday 17 May. After this date, students forced to withdraw by circumstances beyond their control must apply for permission on an '*Application for Associate Dean's Permission to Withdraw Late*' including supporting documentation. The application form is available from either of the Faculty's Student Customer Service Desks.

Class Times and Room Numbers

Lectures

Wednesday	12.40pm – 1.30pm	RHLT3
Thursday	12.40pm – 1.30pm	RHLT3

Course Delivery

The course will incorporate lectures, text material, cases, and presentations. Students are expected to attend all lectures, read the assigned material and cases, and be prepared to discuss marketing concepts, cases, and ideas in class.

Group Work

Everyone (in a group) will be required to analyse, present, and lead a discussion of 1 assigned case study to further class learning, participation, and discussion. Students can expect to spend approximately 2-3 hours per week on group work.

Expected Workload

Students can expect to spend approximately 10 hours per week on this course. This includes lecture, reading the course material, and working on case analysis. For example:

	<u>Hours</u>
Class & Tutorial	2 – 3
Reading & Study	2 – 3
Assignments & Group Project	4 – 5 (including group work)

Course Learning Objectives

In the business market, the customers are organisations (businesses, governments, and institutions), rather than individual consumers, and these customers represent a huge market opportunity. While we think of companies like Fisher & Paykel and Toyota as manufacturers that sell products/services to consumers, they are also business customers that buy products and services from other businesses. Building and maintaining a close relationship with a business customer, like Fisher & Paykel, requires careful attention to details, meeting promises, and swiftly responding to new requirements.

The purpose of this course is to introduce you to business-to-business (B2B) marketing by identifying the distinctive characteristics of the business market, exploring the ways in which organisations make buying decisions, and defining the requirements for marketing strategy success. The course also provides a process for profiling leading business marketing firms and demonstrating best practices in B2B marketing strategy.

Upon successfully completing the course you will be able to:

1. Analyze organizational buying and purchasing functions in all sectors of the business market.
2. Assess and manage various business customer relationships.
3. Segment business target markets and evaluate B2B marketing strategy.
4. Understand business marketing mix and supply chain processes.
5. Develop marketing decision-making and communication skills for B2B marketing.

Course Content

Tentative Schedule MARK 319

Lecture	Lecture Topic	Readings: Hutt & Speh (2013) Chapter
Week 1	A Business Marketing Perspective	1
Week 2	Organizational Buying Behavior <i>Assign Case Research Groups</i> <i>Discuss: Case Research & Presentation</i>	2
Week 3	CRM for Business Markets <i>Library Research Instruction</i>	3
Week 4	Regain Valuable Lost Customers <i>Discuss: Win-Back In-depth Interviews</i>	
<i>Easter Break – 28 March to 3 April 2013</i>		
Week 5	Segmenting Business Market <i>Present: Background & Target Segments (Mandatory – will be filmed)</i>	4
Week 6	Segmenting Business Market <i>Present: Background & Target Segments (Mandatory – will be filmed)</i>	4
<i>Mid Term Break – 22 April to 28 April 2013</i>		
Week 7	Business Marketing Strategies for Global Markets <i>Present: Background & Target Segments (Mandatory – will be filmed)</i>	6
Week 8	Managing Products & Services for Business Markets <i>Present: B2B Marketing Strategy</i> <i>(Mandatory – will be filmed)</i>	7 & 9
Week 9	Managing Business Marketing Channel & Supply Chain <i>Present: B2B Marketing Strategy</i> <i>(Mandatory – will be filmed)</i>	10 & 11
Week 10	Business Marketing Communications <i>Present: B2B Marketing Strategy</i> <i>(Mandatory – will be filmed)</i>	13
Week 11	Business Marketing Activities <i>Discuss: Win-Back Interview Findings</i>	14
	Assignment DUE Thursday May 30th 12:30 pm	
Week 12	Course Overview & Examination Review	

Readings

Prescribed text

Hutt, Michael D. and Speh, Thomas W. (2013), *Business Marketing Management*, b2b (11th Edition), South-Western, Cengage Learning.

The prescribed text can be purchased from Vic Books. For study purposes, you are strongly recommended to take notes from this book.

Assessment

Assessment	%	Due Date
1. Present: Background & Target Segments Group assignment 5%; Individual presentation slides & research notes 10% (<i>Objectives 1 – 3</i>)	15	Week 5 & 6 in class
2. Present & Discuss: B2B Marketing Strategy Group assignment 10%; Individual presentation slides & research notes 15% (<i>Objectives 1 -5</i>)	25	Weeks 7 & 8 & 9 in class
3. B2B Win Back Strategy Assignment : in-depth interviews with 2 B2B sales executives Individual Assignment: (minimum 8 pages) (<i>Objectives 1 – 4</i>)	20	Thursday May 30 th 12:30pm
4. Examination (External assessment) 2 hour examination, closed book. (<i>Objectives 1 – 4</i>)	40	TBA
	100	

1. Present Background & Target Segments: Group & Individual Assignment

Everyone (in a group) will be required to research, analyze, and present company background and its target segment strategy. To proceed, find a **business product** that your group is interested in marketing and study its company and industry backgrounds its current target market. Allocate 10 minutes for the case presentation, and 2 minutes for **Q&A** to stimulate class learning, participation, and discussion. Group presentation and leading discussion 5%; Individual presentation slides & research notes write up 10%. Details of requirement will be provided during Week 2 class period.

2. Present & Discuss Case Research (same case/company as above)

Everyone (in the same group) will be required to research, analyse, present and lead a discussion of the B2B marketing strategy. Allocate 20 minutes for the case presentation, and 2 minutes for **Q&A** to stimulate class learning, participation, and discussion. Group presentation and leading discussion 10%; Individual presentation slides & research notes write up 15%. Details of requirement will be provided during Week 2 class period.

3. B2B Win Back Strategy Assignment

Conduct in-depth personal interviews with **Two (2) B2B sales executives** that have first-hand knowledge/experience in winning back valuable lost customers. Details of requirement and **interview guide** will be provided during Week 4 class period.

4. Examinations

Students who enrol in courses with examinations are obliged to attend an examination at the University at any time during the formal examination period. The final examination for this course will be scheduled at some time during the following period: 14 June – 3 July.

Penalties

Late assignments: Assignments received after the deadline (**no electronic submissions allowed**) will have **10% deducted from the available grade, per day**. For example, an assignment that is one day late will lose 10% of the available grade (i.e. a 78% becomes a 68%), 2 days late 20% (i.e. a 78% becomes 58%), etc. In addition, files that cannot be opened will be deemed late and incur penalties.

Mandatory Course Requirements

In order to pass this course, students must:

- Present & Discuss Case Research (including Background & Target Segments, and B2B Marketing Strategy) during assigned class time.
- **Submit B2B Win Back Strategy Assignment through email to jessie.johnston@vuw.ac.nz by deadline.**
- Attain a minimum grade of 40% in the final examination.
- Achieve a final mark of at least 60% for the entire course.

The outcome for the course will be a standard grade (A+ to E).

Class Representative

A class representative will be elected in the first class, and that person's name and contact details made available to VUWSA, the Course Coordinator and the class. The class representative provides a communication channel to liaise with the Course Coordinator on behalf of students.

Communication of Additional Information.

Additional information or information on changes will be conveyed to students via email to all class members.

Link to general information

For general information about course-related matters, go to

<http://www.victoria.ac.nz/vbs/studenthelp/general-course-information>

Note to Students

Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning objectives as required for accreditation and academic audit. The findings may be used to inform changes aimed at improving the quality of VBS programmes. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the course.
