

DEREE COLLEGE SYLLABUS FOR: MK 3155 BUSINESS TO BUSINESS MARKETING	
(Updated Fall 2021)	
UK LEVEL: 5 UK CREDITS: 15 US CREDITS:3/0/3	
PREREQUISITES:	MK 2030 Introduction to Marketing or MK 2030 Fundamentals of Marketing
CATALOG DESCRIPTION:	Business to business marketing is concerned with the marketing of goods and services to organizations. The key distinguishing feature of business marketing is the nature of the customer, rather than the nature of the product. Challenges and opportunities that marketers confront when they assess the needs of business organizations (manufacturers, resellers, government agencies and institutions) as customers. Comparison with the consumer household market and an analysis of the marketing strategy and tactics for business markets.
RATIONALE:	Business students need Business to Business Marketing in order to learn business-to-business marketing techniques. Purchases by organizations (companies, government agencies and institutions) account for more than half of the economic activity in industrialized countries; hence, the business marketing function is of prime importance in organizations. Some marketing techniques are similar in the business and consumer areas. However, most are radically different, and a marketer cannot rely solely on consumer marketing techniques.
LEARNING OUTCOMES:	As a result of taking this course, the student should be able to: <ol style="list-style-type: none"> 1. Demonstrate understanding of the nature of business markets as well as the similarities and differences between consumer markets and business markets. 2. Discuss the business organization buying behaviour and analyse business situations in the context of buyer-seller relationships and supply chain management. 3. Combine concepts and theories to business marketing situations and make marketing decisions that lead a company to generate and deliver value to customers.
METHOD OF TEACHING AND LEARNING:	In congruence with the teaching and learning strategy of the college, the following tools are used: <p style="margin-left: 40px;">Class lectures, discussions of cases and problems that stress business-to-business marketing issues.</p> <ul style="list-style-type: none"> - Analysis and discussion of short cases in class. - Provision of additional material on practices of companies operating in B2B markets. - Comprehensive written case studies that require analysis of complex data and situations. Synthesis of a proposed strategy.

	<ul style="list-style-type: none"> - Office Hours: Students are encouraged to make full use of the office hours of their instructor, where they can ask questions and go over lecture material, or case studies. - Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources. 								
ASSESSMENT:	<p>Summative:</p> <table border="1" data-bbox="548 495 1289 636"> <tr> <td>Coursework: Written case study 1.800-2.200 words</td> <td style="text-align: center;">50%</td> </tr> <tr> <td>Final Examination (2-hour, comprehensive). Essay-type questions</td> <td style="text-align: center;">50%</td> </tr> </table> <p>Formative:</p> <table border="1" data-bbox="548 705 1289 846"> <tr> <td>In-class, 1-hour, "diagnostic" test - Essay-type questions</td> <td style="text-align: center;">0%</td> </tr> <tr> <td>Coursework: Class discussions, assignments</td> <td style="text-align: center;">0%</td> </tr> </table> <p>The formative course work aims to prepare students for the summative assessments. The summative course work tests Learning Outcomes: 1, 3. The Final Examination tests Learning Outcomes: 1, 2.</p> <p>Students are required to resit failed assessments in this module.</p>	Coursework: Written case study 1.800-2.200 words	50%	Final Examination (2-hour, comprehensive). Essay-type questions	50%	In-class, 1-hour, "diagnostic" test - Essay-type questions	0%	Coursework: Class discussions, assignments	0%
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Coursework: Class discussions, assignments	0%								
INDICATIVE READING:	<p>REQUIRED READING: Brennan, R., Canning, L. and McDowell, R., "Business-To-Business Marketing", Latest Edition, Sage Publications.</p>								
	<p>RECOMMENDED READING:</p> <p>BOOKS: Hutt, M.D. and Speh, T.W. (2012), Business Marketing Management, 11th edition, Southwestern College Publishing. Zimmerman, A. and Blythe, J. (2017), 'Business to Business Marketing Management', 3rd edition, Routledge.</p> <p>ARTICLES: Aarikka-Stenroos, L. and Jaakkola, E. (2012) 'Value co-creation in knowledge intensive business services: a dyadic perspective on the joint problem solving process', Industrial Marketing Management, 41: 15–26.</p> <p>Aarikka-Stenroos, L. and Makkonen, H.S. (2014) 'Industrial buyers' use of references, word-of-mouth and reputation in complex buying situation', Journal of Business & Industrial Marketing, Vol. 29, No. 4, pp. 344 – 352.</p>								

	<p>Agnihotri, R., Dingus, R., Hu, M.Y. and Krush, M.T. (2016) 'Social media: influencing customer satisfaction in B2B sales', <i>Industrial Marketing Management</i>, 53: 172–80.</p> <p>Golec, C. (2019). <i>Account-based marketing and sales: How to improve lead generation and sell more by targeting the companies that will grow your business</i>. John Wiley & Sons, Incorporated. https://public.ebookcentral.proquest.com/choice/publicfullrecord.aspx?p=5730844</p> <p>Guenzi, P. and Storbacka, K. (2015) 'The organizational implications of implementing key account management: A case-based examination', <i>Industrial Marketing Management</i>, Vol. 45, pp. 84-97.</p> <p>Holliman, G. and Rowley, J. (2014) 'Business to business digital content marketing: marketers' perceptions of best practice', <i>Journal of Research in Interactive Marketing</i>, Vol. 8, No. 4, pp. 269-293.</p> <p>Hollmann, T., Jarvis, C.B. and Bitner, M.J. (2015) 'Reaching the breaking point: A dynamic process theory of business-to-business customer defection', <i>Journal of the Academy of Marketing Science</i>, Vol. 43, No. 2, pp. 257-278.</p> <p>Homburg, C., Wilczek, H. and Hahn, A. (2014) 'Looking Beyond the Horizon: How to Approach the Customers' Customers in Business-to-Business Markets', <i>Journal of Marketing</i>, Vol. 78, No. 5, pp. 58-77.</p> <p>Karjaluoto, H., Mustonen, N. and Ulkuniemi, P. (2015), "The role of digital channels in industrial marketing communications", <i>Journal of Business and Industrial Marketing</i>, Vol. 30, No. 6, pp. 703-710.</p> <p>Merigó José M, Gil-Lafuente, J., & Gil Lafuente Ana María (Eds.). (2016). <i>Business, industrial marketing and uncertainty</i> (Ser. Journal of business & industrial marketing, volume 31, number 3). Emerald.</p> <p>Miller, R. K., Washington, K. D., & Richard K. Miller & Associates. (2016). <i>Business-to-business marketing 2016-2017</i> (2nd ed., Ser. Rkma market research handbook series). Richard K. Miller & Associates.</p> <p>Shapiro, B.P. and Bonoma, T.V. (2009), "How to segment industrial markets", <i>Harvard Business Review</i>, May</p> <p>Sarmiento, M., Simoes, C. and Farhangmehr, M. (2015) 'Applying a relationship marketing perspective to B2B trade fairs: The role of socialization episodes', <i>Industrial Marketing Management</i>, Vol. 44, 131-141.</p> <p>Stone, M. (2016). Business to business competitive marketing: practice and literature. <i>Journal of Customer Behaviour</i>, 15(1), 3–14. https://doi.org/10.1362/147539216X14594362873370</p>
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	<p>Thomas, R.J. (2016), "Multistage market segmentation: an exploration of B2B segment alignment ", Journal of Business & Industrial Marketing, Vol. 31, No. 7, pp. 821 – 834.</p> <p>Wiersema, F. (2013), "The B2B agenda: The current state of B2B marketing and a look ahead", Industrial Marketing Management, Vol. 42, pp. 470-488.</p> <p>Wong, H. F., Thoo, A. C., Tan, L. C., Huam, H. T., & Sulaiman, Z. (2018). The key account management practices and effectiveness. <i>Aip Conference Proceedings</i>, 2044(1).</p>
COMMUNICATION REQUIREMENTS:	Written term projects and other assignments submitted in Word using appropriate terminology
SOFTWARE REQUIREMENTS:	Word, PowerPoint, Excel
WWW RESOURCES:	<p>www.a4kam.org www.ama.org www.american-purchasing.com www.anuga.com www.ascm.org www.b2bm.biz www.btobonline.com www.cips.org/ www.core-outsourcing.org www.ft.com www.naftemporiki.gr www.strategicaccounts.org www.sustainablepurchasing.org www.worldcc.com</p>
INDICATIVE CONTENT:	<ol style="list-style-type: none"> 1. Business markets versus Consumer markets 2. Business market customers 3. Organizational Buyer behaviour 4. Business market segmentation, targeting and positioning 5. B2B marketing strategy 6. Relationship marketing and networks 7. Key account management 8. Managing product offerings 9. Channels of distribution 10. Logistics and supply chain management 11. Business marketing communication 12. Pricing in B2B markets