

<b>DEREE COLLEGE SYLLABUS FOR: MK 4155 BUSINESS MARKETING US CREDITS:3/0/3</b>	
<b>UK LEVEL 6</b>  <b>UK CREDITS: 15</b>	
<b>PREREQUISITES:</b>	MK2030 Fundamentals of Marketing
<b>CATALOG DESCRIPTION:</b>	Challenges and opportunities that marketers confront when they serve the needs of business organizations (manufacturers, resellers, government agencies and institutions). Comparison with the consumer household market and an analysis of the marketing strategy for business markets.
<b>RATIONALE:</b>	Business students need 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.
<b>LEARNING OUTCOMES:</b>	<p>As a result of taking this course, the student should be able to:</p> <ol style="list-style-type: none"> <li>1. Demonstrate understanding of the nature of business markets as well as the similarities and differences between consumer markets and business markets.</li> <li>2. Discuss the business organization buying behavior and analyze business situations in the context of buyer-seller relationships and supply chain management.</li> <li>3. Combine concepts and theories to business marketing situations and make marketing decisions that lead a company to generate and deliver value to customers.</li> </ol>
<b>METHOD OF TEACHING AND LEARNING:</b>	<p>In congruence with the teaching and learning strategy of the college, the following tools are used:</p> <ul style="list-style-type: none"> <li>- Class lectures, discussions of cases and problems that stress business-to-business marketing issues.</li> <li>- Analysis and discussion of short cases in class.</li> </ul>

	<ul style="list-style-type: none"> <li>- Provision of additional material on practices of companies operating in B2B markets.</li> <li>- Comprehensive written case studies that require analysis of complex data and situations. Synthesis of a proposed strategy.</li> <li>- 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.</li> <li>- Use of a Blackboard learning platform, where instructors post lecture notes, assignment instructions, timely announcements, as well as additional resources.</li> </ul>								
<b>ASSESSMENT:</b>	<p><b>Summative:</b></p> <table border="1"> <tr> <td>Coursework: Written case study 1.800-2.200 words</td><td>40%</td></tr> <tr> <td>Final Examination (2-hour, comprehensive). Essay-type questions</td><td>60%</td></tr> </table> <p><b>Formative:</b></p> <table border="1"> <tr> <td>In-class, 1-hour, "diagnostic" test - Essay-type questions</td><td>0</td></tr> <tr> <td>Coursework: Class discussions, assignments</td><td>0</td></tr> </table> <p>The formative course work aims to prepare students for the summative assessments.</p> <p>The summative course work tests Learning Outcomes: 1, 3, The Final Examination tests Learning Outcomes: 2,</p>	Coursework: Written case study 1.800-2.200 words	40%	Final Examination (2-hour, comprehensive). Essay-type questions	60%	In-class, 1-hour, "diagnostic" test - Essay-type questions	0	Coursework: Class discussions, assignments	0
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In-class, 1-hour, "diagnostic" test - Essay-type questions	0								
Coursework: Class discussions, assignments	0								
<b>READING LIST:</b>	<p><b>REQUIRED MATERIAL:</b></p> <p>Brennan, R., Canning, L. and McDowell, R. (2014), "Business-To-Business Marketing", Latest Edition, Sage Publications.</p>								
<b>RECOMMENDED MATERIAL:</b>	<p>Books :</p> <p>Hutt, M. and Speh, T. (2008) <i>Business Marketing</i>, Southwestern Publications: International Thomson Publishing.</p>								

McCarthy, P. and Hatcher, C. (2006) *Speaking persuasively: Making the most of your presentations*, Sydney: Allen and Unwin

Anderson, J. and Narus, J. (1999), *Business Market Management: Understanding, Creating, and Delivering Value*, Upper Saddle River: NJ: Prentice Hall.

Adair, J. (1998) *Effective time management: How to save time and spend it wisely*, London: Pan Books

Peck, M. (1997), *Integrated account management: how business- to-business marketers maximize customer loyalty and profitability*, New York:: AMACOM.

Webster, F. (1991), *Industrial marketing strategy*. New York: Wiley.

**Journal articles:**

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.

GUENZI, P. and STORBACKA, K. (2015) 'The organizational implications of implementing key account management: A case-based examination', *Industrial Marketing Management*, Vol. 45, pp. 84-97.

HOLLIMAN, G. and ROWLEY, J. (2014) 'Business to business digital content marketing: marketers' perceptions of best practice', *Journal of Research in Interactive Marketing*, Vol. 8, No. 4, pp. 269-293.

HOLLMANN, T., JARVIS, C.B. and BITNER, M.J. (2015) 'Reaching the breaking point: A dynamic process theory of business-to-business customer defection', *Journal of the Academy of Marketing Science*, Vol. 43, No. 2, pp. 257-278.

HOMBURG, C., WILCZEK, H. and HAHN, A. (2014) 'Looking Beyond the Horizon: How to Approach the Customers' Customers in Business-to-Business Markets', *Journal of Marketing*, Vol. 78, No. 5, pp. 58-77.

	SARMENTO, M., SIMOES, C. and FARHANGMEHR, M. (2015) 'Applying a relationship marketing perspective to B2B trade fairs: The role of socialization episodes', Industrial Marketing Management, Vol. 44, 131-141.
<b>COMMUNICATION REQUIREMENTS:</b>	Written term projects and other assignments submitted in Word using appropriate terminology
<b>SOFTWARE REQUIREMENTS:</b>	Word, PowerPoint, Excel
<b>WWW RESOURCES:</b>	<a href="http://www.b2bm.biz">www.b2bm.biz</a> <a href="http://www.btobonline.com">www.btobonline.com</a> <a href="http://www.ft.com">www.ft.com</a> <a href="http://www.kathimerini.gr">www.kathimerini.gr</a> <a href="http://www.nyt.com">www.nyt.com</a> <a href="http://www.in.gr">www.in.gr</a> <a href="http://www.naftemporiki.gr">www.naftemporiki.gr</a> <a href="http://www.tanea.gr">www.tanea.gr</a> <a href="http://www.eede.gr">www.eede.gr</a> (Hellenic Management Association) <a href="http://www.ekpizo.gr">www.ekpizo.gr</a> (Consumer Association) <a href="http://www.sde.gr">www.sde.gr</a> (Association of Greek Advertisers) <a href="http://www.edee.gr">www.edee.gr</a> (Association of Greek Advertising) and Communication Agencies) <a href="http://www.dpa.gr">www.dpa.gr</a> (Hellenic Data Protection Agency) <a href="http://www.synigoros.gr">www.synigoros.gr</a> (The Greek Ombudsman) <a href="http://www.synigoroskatanaloti.gr">www.synigoroskatanaloti.gr</a> (The Greek Ombudsman for Consumers) <a href="http://www.aaaa.org">www.aaaa.org</a> (American Association of Advertising Agencies) <a href="http://www.ipa.co.uk">www.ipa.co.uk</a> (British Institute of Practitioners in Advertising) <a href="http://www.instituteforpr.com">www.instituteforpr.com</a> (Institute for Public Relations) <a href="http://www.ipra.org">www.ipra.org</a> (International Public Relations Association)
<b>INDICATIVE CONTENT:</b>	Business markets versus Consumer markets Business market customers Relationships & the supply chain Classifying goods Organizational Buyers Commercial enterprises The governments as buyers Institutional market Organizational Buying Behavior Organizational buying process Buying Situations Forces shaping OBB CRM Strategies for Business Markets

	Relationship marketing Managing buyer/seller relationships Customer profitability Strategic alliances Segmenting the Business Market and Estimating Demand Segmentation benefits Bases for segmenting business markets Estimating demand 6. Managing Products for Business Markets Product quality and customer value Product policy Branding Positioning High tech markets Managing Innovation & NPD Management of innovation & technology Business Marketing Channels Direct & indirect channels Channel design and Administration E-Commerce Strategies Strategy formulation and implementation Supply Chain Management SCM & competitive advantage Logistics & B2B logistical management Pricing Strategy Competitive Bidding Business Marketing Communication Managing the sales force Account management Sales administration Managing Services for Business Markets Business service marketing Business Marketing Planning The components of a business model
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