

BUSINESS TO BUSINESS MARKETING

Course Syllabus

1. General Information

Course name: Business to Business Marketing (B2B Marketing)

Course code: MAR

Number of credits: 2

Faculty: Marketing

Instructors:

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2. Objectives

The aim of this course is to provide students with an in-depth understanding of the Business-to-Business Marketing cover both the theory and practice. Students be able to markets analysis and apply marketing mix in B2B markets.

3. Abstract

Business-to-Business Marketing offers fresh insights into both the theory and practice of industrial marketing. The contents include understand the nature and significance of B2B markets and marketing; research and analysis B2B Markets; Relationship portfolios and key Account management; and marketing mix in B2B markets. This course competently combines highly relevant concepts and models with a wealth of very interesting and useful examples, cases and practical exercises from a variety of industries and contexts.

4. Teaching and learning methods

Lectures: 24h

In class discussion & practice: 6h

Individual reading:

5. Prerequisites

Principles of marketing

6. Learning Outcomes

On completion of this course, students will be able to:

1. Understand the nature and significance of B2B Markets and Marketing
2. Understand and be able to explain buyer behaviour

3. Understand and apply inter-firm relationships and networks
4. Understand responsible B2B strategy
5. Be able to use marketing research B2B Markets
6. Understand segmentation and the identification of target customers and the establishment of differential positioning for those target markets.
7. Understand the nature and role of market communication
8. Understand the nature and role of relationship communication
9. Understand the principles of relationship portfolios and key account management
10. Be able to practice activities related to managing product offerings
11. Be able to describe the routes to market
12. Understand the price-setting in B2B markets

7. Assessment Criteria

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
LO1 Understand the nature and significance of B2B Markets and Marketing	<ul style="list-style-type: none"> - Explain characteristics of B2B markets. - Explain differences between B2B markets and consumer markets. - Understand how the characteristics of B2B markets affect the practice of marketing management. - Understand the nature and significance of derived demand in B2B markets. - Understand the nature and the significance of the accelerator affect in B2B markets.
LO2 Understand and be able to explain buyer behaviour	<ul style="list-style-type: none"> - Understand differing purchasing orientations and their contribution to a customer's acquisition of supplier resources and capabilities. - Be able to explain the buying process and reasons why this process can vary. - Be able to describe the membership and characteristics of the decision-making unit. - Be able to explain how and why individual needs can sometimes override rational decision-making. - Know about the job of the purchasing professional. - Understand how buying has evolved in the digital era.
LO3 Understand and apply Inter-firm Relationships and Networks	<ul style="list-style-type: none"> - Recognize that value creation in B2B exchange comes from a clear understanding of the relationship between buyer and seller. - Explain what is meant by the relationship concept and what

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
	variables affect B2B relationship. - Appreciate the range of tasks involved in continually managing a relationship. - Recognize the impact that the network concept has upon B2B marketing and the strategic imperative of network thinking.
LO4 Understand Responsible B2B Strategy	- Understand the significance of corporate social responsibility and sustainability for B2B strategic decision-making. - Understand what shareholder value, customer value, supplier value and relationship value are, and what role they play in the formulation of business marketing strategy. - And understand the role played by the relationship and networks of which the firm is a part in the formulation of business marketing strategy.
LO5 Be able to use marketing research B2B Markets	- Understand how the fundamental characteristics of B2B markets affect the market research process. - Know how to apply market research sampling techniques in business markets. - Know why survey response rates tend to be low in B2B market surveys, and what techniques can be used to improve response rates. - Be able to use a standard industrial classification as a basic for sample selection in business markets. - Understand how the relationship between a market research agency and a B2B client organization can affect the success of a research project.
LO6 Understand segmentation and the identification of target customers and the establishment of differential positioning for those target markets..	- Know what segmentation is and how the segmentation process unfolds in business markets. - Be able to segment business markets using several segmentation variables. - Know the criteria for successful segmentation. - Understand how segmentation information can be used to aid the process of targeting business prospects. - Know how segmentation and the identification of target customers influence the establishment of differential positioning for those target markets.
LO7 Understand the nature and role of market communication	- Be able to explain the meaning and importance of integrated marketing communications. - Understand the factors affecting the composition of the

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
	<p>communications mix in business markets.</p> <ul style="list-style-type: none"> - Be able to explain the budgeting methods used for communications programmes. - Be able to explain the role of company websitesm content and search marketing, advertising, public relations, and sales promotion in the business communications mix. - Be able to explain strategic and tactical decisions made by managers in relation to advertising and trade shows.
LO8 Understand the nature and role of Relationship Communication	<ul style="list-style-type: none"> - Understand the nature and role of direct marketing (social media, mail, telemarketing) and personal selling in relationship communication. - Be able to describe how direct marketing and personal selling can be used to acquire new customers and secure business. - Be able to describe the customer and order acquisition process. - Understand the importance of culture in the relationship communication process. - Understand the issues and decisions related to the coordination of relationship communication between firms and within the vendor company. - Be able to describe the control sytems that a firm can use to direct the behaviour of employees who communicate with customers.
LO9 Understand the principles of Relationship portfolios and Key Account Management	<ul style="list-style-type: none"> - Understand the principles of portfolio management and how they can apply to the management of customer relationships. - Be able to apply the processes of relationship portfolio analysis and management. - Know a range of variables, including life-cycle concepts, that enable the marketer to classify customer relationships for portfolio management decisions. - Recognize the need for a balanced relationship portfolio and know a set of rules for establishing balance. - Understand what is meant by key account management (KAM), and what the main issues involved in implementing KAM are.
LO10 Be able to practice activities related to managing product offerings	<ul style="list-style-type: none"> - Know what the concept of a product offering means. - Be able to apply portfolio planning techniques to decisions about offering investment, development or divestment of

Learning outcomes <i>On successful completion of this unit a student will:</i>	Assessment criteria for pass <i>The student can:</i>
	products. - Be able to apply life-cycle and portfolio approaches to the management of product offerings. - Understand how innovation can be managed in the B2B context to ensure enduring success in creating offerings for customers. - Be familiar with the process and activities associated with the development of new offerings.
LO11 Be able to describe the Routes to Market	- Know about the interface between supply chain management, logistics and routes to market. - Understand the tasks performed by intermediaries in reconciling the interests of supplier and customer companies. - Know about the different types of intermediaries and kinds of exchanges that they handle. - Be able to explain conditions under which companies will choose to use the different types of intermediaries. - Be able to describe the various channel structures and reasons for the use of multiple routes to market. - Know about the effect of market and company factors on the role of intermediaries and on channel structures. - Be able to describe the challenges involved in managing relationships and coordinating activities between the parties involved in a marketing channel.
LO12 Understand the Price-setting in B2B Markets	- Understand how cost analysis, competitor analysis and customer analysis are essential elements of well-informed price decisions in business markets. - Be able to apply sales break-even analysis (cost-volume-profit analysis) to business pricing decisions. - Understand the different price positioning strategies that can be used in B2B markets. - Understand how long-term buyer-supplier relationships affect pricing in business markets. - Understand why bidding processes are important in B2B markets. - Know how online auctions work and what influence they are likely to have on business markets.

8. Outlines

Chapter 1. Fundamentals of Business-to-Business Marketing

1.1. B2B Markets and Marketing

1.2. Buyer behaviour

1.3. Inter-firm Relationships and Networks

Chapter 2. B2B Marketing analysis and strategy

2.1. Responsible B2B Strategy

2.2. Researching B2B Markets

2.3. Business Market Segmentation

Chapter 3. Communicating and interacting with customers

3.1. Market Communication

3.2. Relationship Communication

3.3. Relationship Portfolios and Key Account Management

Chapter 4. Managing product offerings

4.1. Managing Product Offerings

4.2. Routes to Market

4.3. Price-setting in B2B Markets

9. Required Textbooks

[1] Ross Brennan, Louise Canning, Raymond McDowell (2020), Business-to-Business Marketing, 5th Edition, SAGE Publications Ltd.

10. Suggested Textbooks

[2] Caster Sumner (2019), Business to Business Marketing, Willford Press

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
1	Chapter 1. Fundamentals of Business-to-Business Marketing	<ul style="list-style-type: none">• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria.• Characteristics of B2B markets.• Characteristics of B2B markets affect the practice of marketing management	Before class: <ul style="list-style-type: none">• Reading the course's syllabus• Reading [1], Part 1, chapter 1, p. 1-25

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		<ul style="list-style-type: none"> Derived demand and the accelerator affect in B2B markets. <u>Activity</u> <ul style="list-style-type: none"> - Discussing the demand in B2B markets. 	
2	Chapter 1. Fundamentals of Business-to-Business Marketing (cont.)	<ul style="list-style-type: none"> Buying process The job of the purchasing professional Buying has evolved in the digital era <u>Activity</u> <ul style="list-style-type: none"> - Discussing the buying has evolved in the digital era 	Before class: <ul style="list-style-type: none"> Reading [1], Part 1, chapter 2, p. 26-56
3	Chapter 1. Fundamentals of Business-to-Business Marketing (cont.)	<ul style="list-style-type: none"> Relationship between buyer and seller Variables affect B2B relationship. Managing a relationship network concept has upon B2B marketing 	Before class: <ul style="list-style-type: none"> Reading [1], Part 1, chapter 3, p. 57-90
4	Chapter 2. B2B Marketing analysis and strategy	<ul style="list-style-type: none"> B2B strategic decision-marking Formulation of business marketing strategy. fundamental characteristics of B2B markets affect the market research process. Market research sampling techniques in business markets. Techniques can be used to improve response rates. <u>Activity</u> <ul style="list-style-type: none"> - Discussing the Techniques can be used to improve response rates. 	Before class: <ul style="list-style-type: none"> Reading [1], Part 2, chapter 4,5, p. 91-138
5	Chapter 2. B2B Marketing analysis and strategy (cont.)	<ul style="list-style-type: none"> Segmentation process unfolds in business markets. Criteria for successful segmentation. Identification of target customers influence. Differential positioning <u>Activity</u> <ul style="list-style-type: none"> - Discussing the Differential positioning 	Before class: <ul style="list-style-type: none"> Reading [1], Part 2, chapter 6, p. 139-164
6	Chapter 3. Communicating and interacting	<ul style="list-style-type: none"> Key account management Meaning and importance of integrated marketing communications. 	Before class: <ul style="list-style-type: none"> Reading [1], Part 3, chapter 7, p. 165-198

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
	with customers	<ul style="list-style-type: none"> Factors affecting the composition of the communications mix in business markets. Budgeting methods used for communications programs. Website content and search marketing, advertising, public relations, and sales promotion in the business communications mix. Advertising and trade shows <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the Website content and search marketing 	
7	Chapter 3. Communicating and interacting with customers (cont.)	<ul style="list-style-type: none"> Direct marketing and personal selling. Customer and order acquisition process. Culture in the relationship communication process. Control systems that a firm can use to direct the behaviour of employees who communicate with customers <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the Direct marketing and personal selling 	<p>Before class:</p> <ul style="list-style-type: none"> Reading [1], Part 3, chapter 8, p. 199-226
8	Chapter 3. Communicating and interacting with customers (cont.)	<ul style="list-style-type: none"> Relationship portfolio analysis and management. Classify customer relationships. Balanced relationship portfolio Key account management (KAM) <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the Relationship portfolio 	<p>Before class:</p> <ul style="list-style-type: none"> Reading [1], Part 3, chapter 9, p. 227-256
9	Middle exam Group Assignment Coaching	<ul style="list-style-type: none"> Middle exam Answer students' questions related to the group assignment 	<p>After class:</p> <ul style="list-style-type: none"> Formulating the students' groups for the group assignment Reading the requirements of the group assignment

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
10	Chapter 4. Managing product offerings	<ul style="list-style-type: none"> • What's managing Product Offerings? • Portfolio planning techniques to decisions about offering investment, development or divestment of products • Life-cycle and portfolio approaches to the management of product offerings. • Development of new offerings in the B2B context. <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the Development of new offerings in the B2B context - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading [1], Part 4, chapter 10, p. 257-288 <p>After class:</p> <ul style="list-style-type: none"> • Group prepare project
11	Chapter 4. Managing product offerings (cont.)	<ul style="list-style-type: none"> • Supply chain management, logistics and routes to market. • Intermediaries. • Channel structures. • Managing relationships and coordinating activities between the parties involved in a marketing channel <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing the Planning - Answer students' questions related to the group assignment 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading [1], Part 4, chapter 11, p. 289-316 <p>After class:</p> <ul style="list-style-type: none"> • Group prepare project (cont.)
12	Chapter 4. Managing product offerings (cont.)	<ul style="list-style-type: none"> • Essential elements of well-informed price decisions in business markets. • Price positioning strategies that can be used in B2B markets. • Long-term buyer-supplier relationships affect pricing in business markets. • Types of bid process. • Online auctions work and what influence they are likely to have on business markets <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discussing other considerations in collecting quantitative data - Answer students' questions related to the 	<p>Before class:</p> <ul style="list-style-type: none"> • Reading [1], Part 4, chapter 12, p. 317-347 <p>After class:</p> <ul style="list-style-type: none"> • Group prepare project (cont.)

Slot	Main contents	Specific contents and activities	Student's tasks before and after class
		group assignment	
13	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of project by groups of students • Q&A on each project • Each oral presentation must not be longer than 10 minutes 	Before class: <ul style="list-style-type: none"> • Submitting project report • Preparing and submitting slides for oral presentation
14	Feedback on the group Assignment	<ul style="list-style-type: none"> • Give comments on the group assignment 	
15	General review and discussion	<ul style="list-style-type: none"> • Give a general review of the course's contents and discussion 	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation/ In class activities

Punctual and regular attendance is a minimum expectation for this course. In class students are encourage to speak and discuss. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 9th slot, students will take the midterm exam in about 60 minutes.

Group Assignment

This assignment encourages students to apply knowledge and develop skills in B2B marketing activities, and in order to become familiar with the reality of B2B marketing activities.

A group of 4-5 members is formed on a voluntary basis. Each group will choose or be assigned to scenario of a real firm. Following tasks need to be completed:

Task 1: Describe current B2B marketing activities of the firm

Task 2: Evaluate strengths and weaknesses of the identified B2B marketing activities.

Task 3: Analyze the causes of weaknesses

Task 4: Give recommendations on what could be done to improve the B2B marketing activities of the firm

As a result of the group project, each group must deliver a assignment report and present it. The oral presentation of each group about 10- 15 minutes.

Final exam

The final exam consists of from three to four essay questions that might be related to any topic in the course.