

SCHOOL OF MARKETING & INTERNATIONAL BUSINESS

**MARK 319**  
**ST: BUSINESS TO BUSINESS MARKETING**

Trimester 1, 2014

**COURSE OUTLINE**

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**Names and Contact Details**

Course Coordinator	Dr. Annie H. Liu
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**Trimester Dates**

Teaching Period: Monday 3<sup>rd</sup> March – Friday 6<sup>th</sup> June  
Study Period: Monday 9<sup>th</sup> June – Thursday 12<sup>th</sup> June  
Examination Period: Friday 13<sup>th</sup> June – Wednesday 2<sup>nd</sup> July (inclusive)

**Withdrawal from Course**

1. Your fees will be refunded if you withdraw from this course on or before Friday 14<sup>th</sup> March 2014.
2. The standard last date for withdrawal from this course is Friday 16<sup>th</sup> 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**

Sessions will be held in GBLT4 Wednesdays 14.40 pm to 16.30 pm

**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**

There is no group work in MARK 319.

**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)

### Prescription

An exploration of the processes that match and combine the capabilities of the supplier with the desired outcomes of organizational customers to create value for both parties.

### Course Learning Objectives

In the business market, the customers are organizations (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 organizations 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

<b>Lecture</b>	<b>Lecture Topic</b>	<b>Tutorial</b>	<b>Readings: Hutt &amp; Speh (2013) Chapter</b>
Week 1 5 March	A Business Marketing Perspective	No Tutorial	1
Week 2 12 March	Organizational Buying Behavior	No Tutorial	2
Week 3 19 March	CRM for Business Markets		3
Week 4 26 March	Regain Valuable Lost Customers <i>Discuss: Switching Back In-depth Interviews</i>	<i>*T1: Switching-Back</i>	
Week 5 2 April	Segmenting Business Market	No Tutorial	4
Week 6 9 April	Business Marketing Strategies for Global Markets	<i>*T2: Assignment #1 Development</i>	6
Week 7 16 April	B2B Research & Critical Incident <i>Assignment #1 DUE Wednesday 16<sup>th</sup> April 4pm</i>	<i>*T3: Assignment #1 Development</i>	

Week 8 7 May	Managing Products & Services for Business Markets <b>Present: Switching Back Findings</b>	<b>*T4: Assignment #2 Overview</b>	7 & 9
Week 9 14 May	Managing Business Marketing Channel & Supply Chain <b>Present: Switching Back Findings</b>	<b>*T5: Assignment #2 Development</b>	10 & 11
Week 10 21 May	Business Marketing Communications <b>Assignment #2 DUE Wednesday May 21st 4pm</b>	No Tutorial	13
Week 11 28 May	Business Marketing Activities <b>Discuss: Interview Findings</b>	No Tutorial	14
Week 12 4 June	Course Overview & Exam Review	No Tutorial	

\*Tutorials non-compulsory but strongly advised.

## 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 the University Bookshop. For study purposes, you are strongly recommended to take notes from this book.

## Materials and Equipment

Students are required to have access to personal computers and the Internet in order to prepare material for assignments, presentations and tutorial preparation.

## Assessment Requirements MARK 319

From Trimester 1, 2014, a revised Assessment Handbook will apply to all VUW courses: see <http://www.victoria.ac.nz/documents/policy/staff-policy/assessment-handbook.pdf>.

In particular, there will be a new grade scheme, in which the A+ range will be 90-100% and 50-54% will be a C-.

<b>Assessment</b>	<b>%</b>	<b>Due Date</b>
B2B Switching Back Assignment #1: in-depth interviews with 2 B2B Customers Individual Assignment: (minimum 10 pages) (Objectives 1 – 4)	25	Wednesday, April 16 <sup>th</sup> 4pm
Present & Discuss: B2B Switching Back Individual presentation & slides 10% (Objectives 1 -5)	10	Weeks 8 & 9 in class
B2B Switching Back Assignment #2: interviews & surveys with 5 B2B Customers Individual Assignment: (minimum 10 pages) (Objectives 1 – 4)	25	Thursday, May 21 <sup>st</sup> 4pm
Exam (External assessment) 2 hour exam, closed book (Objectives 1 – 4)	40	TBA
	100	

## **B2B Customers Switching Back Assignment #1**

Conduct in-depth personal interviews with Two (2) B2B customers that have first-hand knowledge/experience in changing vendors and switching back to original vendors. Details of requirement and interview guide will be provided during Week 4 class period.

## **Present & Discuss: B2B Switching Back**

Present and discuss findings from B2B customers switching back interviews. Allocate 10 minutes for presentations.

## **B2B Customers Switching Back Assignment #2**

Conduct interviews and surveys with five (5) B2B customers that have first-hand knowledge/experience in changing vendors and switching back to original vendors. Details of requirement and surveys will be provided during Week 8 class period.

## **Penalties**

A 10% penalty will be incurred for every day of late submission. In the event of unusual circumstances e.g. serious illness, family bereavement, students should discuss waiver of the penalty with the Course Co-ordinator.

## **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:

Friday 13<sup>th</sup> June – Wednesday 2<sup>nd</sup> July (inclusive).

## **Mandatory Course Requirements**

In addition to obtaining an overall course mark of 50 or better, students must submit all of the assigned work as outlined in the course outline and obtain a minimum mark of 50% in the final test.

If you cannot complete an assignment or sit a test or examination, refer to

[www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat](http://www.victoria.ac.nz/home/study/exams-and-assessments/aegrotat)

## **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**

Any additional information or changes will be communicated in class, on the MARK 319 Blackboard site or via email.

Student feedback on University courses may be found at

[www.cad.vuw.ac.nz/feedback/feedback\\_display.php](http://www.cad.vuw.ac.nz/feedback/feedback_display.php)

## **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.

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