

MODULE DESCRIPTOR

MODULE TITLE	Business to Business Marketing		
MODULE CODE	MK3123 (L6)	CREDIT VALUE	20 Credits/ 10 ECTS
SCHOOL	SCHOOL OF BUSINESS AND MANAGEMENT		

MODULE AIMS

The module builds on knowledge in the management of marketing and is aimed primarily at students of marketing or business students with some background study of current marketing theory.

Business marketing and purchasing takes place within complex networks. Traditional marketing theory, focusing mainly on end consumers does not satisfy the needs of businesses which direct their trade towards other businesses or organisations. The module aims to equip students with the frameworks for analysing and understanding these organisational networks and the technological position of the customers in the network, with the goal of planning and implementing appropriate offerings and adaptations to this type of customer. The module draws extensively on interaction theory.

MODULE CONTENT

Analysing business networks
 Customer/distributor and supplier interaction
 Technology and business marketing
 Customer's problems/needs identification
 Managing complex relationships
 Designing offerings
 Offer implementation/fulfilment
 Costing and values, competition
 Development of strategy especially in 'segments of one'
 Key Account management
 Agency relationships
 Relationships with Channel intermediaries
 Industrial distributor relationships and networks

INTENDED LEARNING OUTCOMES

On successful completion of this module a student will be able to:

1. Describe and comment on B2B relationships and networks using appropriate concepts and models
2. Plan adaptations to business-to-business offerings for specific customer needs/environmental situations
3. Propose and explain B2B strategy and implementation intent, requirements and constraints in specific cases.

TEACHING METHODS

Business to Business markets and reseller markets are less visible to inexperienced marketers that is consumer marketing because we are all consumers, T&L Strategy has to deliver maximum exposure to the workings of these markets and those who market in them. The module workshops will offer a range of activities to include: review of papers, chapters and cases on B2B markets and approaches to them. Where possible B2B practitioners (as guests) or video/audio interview with them will be incorporated into these sessions and the module will be supported by content on WebCT and links to appropriate B2B/reseller organisations (for exemplification).

In Seminars, the students will be expected to bring to the table (for viewing) a prepared presentation and accompanying supporting notes or a brief seminar paper. Students may work in pairs to research during this exercise (as this allows for ongoing peer feedback), but must submit individually.

Wherever possible, when a B2B businesses are discussed at Institute and practitioner events, the module will incorporate attendance and these (in person or through recordings)

ASSESSMENT METHODS

This module is assessed through an Either: prepared presentation with accompanying notes, or seminar paper (50%) and an Individual B2B case discussion and application (50%).