

LINGNAN UNIVERSITY
Department of Marketing & International Business

MKT211 Business to Business Marketing
Course Description and Schedule for First Term, 2009-10

Instructor: Steve Tong (Contact: BU209, 2616-8231, stevetong@ln.edu.hk)

Credit Hours: Three hours per week, one term

Course Description and Objectives:

This course orients students to the unique nature of derived demand with B2B marketing and the various marketing concepts involved in organizational buying. It helps students to comprehend the buying process of business markets. We will cover key concepts of strategic alliance, networking, supply chain management, out-sourcing and examine issues as well as impacts of globalization. With value creation and fulfillment in the marketplace as its cornerstone, this course will equip students with the necessary marketing tools to create winning business marketing programs. Business ethics is emphasized in the course and integrated into the topics.

Learning Outcomes:

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

- Describe the nature of business markets and the related concepts and theories involved in business activities among business organizations.
- Recognize the similarities and differences between consumer markets and business markets.
- Familiarize the business organization buying behavior with particular emphasis on the globalization of modern business and related ethical issues and consideration of corporate social responsibility.
- Analyze business situations in the context of buyer-seller relationships, consumer relationship management and supply chain management.
- Acquire key steps of business marketing programming, from product development and channel management to the integration of advertising, tradeshow, personal selling, Web sites and more into a multi-faceted communication strategy.
- Apply concepts and theories to business marketing situations and take appropriate decisions using a business to business marketing perspective.

Teaching Method and Class Activities:

Basic method of instruction will include lectures, in class group discussions, case assignments (usually on Friday section), term project and videos.

- Emphasis will be placed on active student participation and discussions. You are expected to come to the class and discuss the assigned cases. The selected cases are designed to illustrate the theory in action, their implication and limitations.

- Most group assignments are announced and completed during the class. You take the risk of missing assignments if you are not in the class.
- As agreed in the Department Board Meeting 2007-08, held on 15 Jan 08, all Marketing Instructors will implement the **Departmental Attendance Policy** that requires students to have at least 75% of attendance rate for each course offered by the Department

Measurement of Learning Outcomes:

Final grades will be determined as follows:

<i>At an individual level:</i>	60%
Mid-term Exam	10%
Final Exam	50%
<i>At a group level:</i>	40%
Case discussions in classes	10%
Group Project	30%
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Overall Course Grade	100%

Exams:

There will be a mid-term (10%) and a final exam (50%). The exams are designed to test your understanding of basic B2B concepts and your ability to apply those concepts in various situations at an individual level.

The mid-term exam will cover chapter 1-8 and lecture materials up to and including week 7. It will be held in week 7 and consist of 50 multiple choice questions.

The final exam will consist of short-answer questions and essay questions based on all lecture materials and the whole textbook.

Short-answer (4 X 10%)	40%
Long-answer (2 X 30%)	60%
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Final Exam	100%

Hence at an individual level, you will have two exams, accounting for 60% of the overall course grade.

Teamwork and collaborative learning are the essence of the “new economy”. Individual competency in marketing is critical, but so is your ability to work in groups and accomplish critical tasks as a team member. We will try to simulate a similar environment in the classroom to enable learning and to provide you with an “on-hands” experience.

The class will be divided into small groups or teams for in-class discussion, assignments

and project purposes. Each team will comprise of 4-6 students. Group assignments and projects account for 40% of your final grade.

Group Project:

Each team will investigate a B2B phenomenon or issue by searching the company website, talking with the people of the company, or even talking with their clients, suppliers, the advertising agency and others.

A team may choose to examine either:

- (a) A specific company’s B2B marketing problem, or
- (b) A B2B marketing issue confronted by a group of companies or industry.

A team project should (a) clearly define the issue or problem at hand, including its importance, (b) contain a thorough analysis of the customer, competitive and organizational environments relevant to the problem or issue, and (c) offer a concrete recommendation for handling the problem or issue.

Projects must include at a minimum:

- Presentation (20 minutes with 5 minute Q/A)
- Written report

Each team will be assigned a presentation date, in one of the time slots in the last two classes. Each team will make an oral presentation of its findings on its assigned presentation date. Each team should distribute a 1-page **Executive Summary** to all students in the class at the beginning of the presentation, to facilitate communication.

Final reports are due on December 3 (the last class, of course, reports turned in earlier will be gladly accepted). Final report **must be:**

- o About 4000 words, Not including appendices
- o Double spaced
- o 12 point font (your choice between Arial or Times New Roman)
- o Margins, header and footer are 1 inch wide

Marking of the Group Project will be determined as follows:

Presentation	10%
Written report	20%

Policy Statements

Students shall be aware of the University regulations about dishonest practice in course work and the possible consequences as stipulated in the Regulations Governing University Examinations.

Textbook:

Dwyer, F. Robert & Tanner, John F. Jr. (2009) *Business Marketing*, 4rd ed., McGraw-Hill (available in the university bookstore).

Only *partial lecture notes* will be provided prior to each class on the course website, with additional information provided during class. Some concepts discussed in the text will be emphasized during class, and new concepts not found in the text will also be introduced. You are responsible for keeping up with the readings prior to each class.

Supplementary Materials

Students should keep themselves updated with the recent developments in marketing by reading periodicals. The following is a partial list of good choices to read regularly:

Advertising Age, Business Horizons, The China Quarterly, Harvard Business Review, Marketing News, Media, Wall Street Journal, South China Morning Post, Business Week, Time, Fortune, The Economist, Far Eastern Economic Review, etc.

Course Schedule:**Meeting Time and Venue:**

The instructor will determine whether make-up classes are required for classes suspended because of holidays and other activities. Please refer to the schedule of meeting times and venues provided by the Registry and note the following submissions:

1. Confirmation of team members by Sept 9, 2009.
2. Submission of case presentation PowerPoint materials (immediately before each presentation).
3. Submission of group team project topic by October 9, 2009.
4. Submission of group project written report by December 2, 2009.

Course Schedule: First Term, 2009-10
Business to Business Marketing MKT211 (L1)
Wednesday 9:30-11:00am MBG10
Friday 9:30-11:00am SO108

Date	Topics covered	Chapter(s)
9/2	Introduction	1
9/4	Character of B2B	2
9/9	The Purchasing function	3
9/11	Organization Buyer Behavior Case practice	4
9/16	Organization Buyer Behavior	4
9/18	Case 1	
9/23	Market Opportunities	5
9/25	Marketing Strategy	6
9/30	Business Marketing Orientation	7
10/2	Case 2	
10/7	What Do Customers Want?	8
10/9	Revision for Mid term Submission of term project topics for approval	
10/14	Mid Term exam	9
10/16	Partners in Business marketing	
10/21	Communicating with the Markets	11
10/23	Case 3	
10/28	One to One Media	12
10/30	Case 4	
11/4	Sales Management	13
11/6	Pricing	14
11/11	Presentation – Group 1/2	
11/13	Presentation 3/4	
11/18	Presentation 5/6	
11/20	Case 5	
11/25	Counseling sessions for	
11/27	written report	
12/2	Last date for Submission of Group written report Revision for Final Exam	
12/4	Final Exam	

Note: 'Chapters' refer to Dwyer, F. Robert & Tanner, John F. Jr. (2009) *Business Marketing*, 4rd ed., McGraw-Hill

Class schedule may be subject to change.

Appendix 1

Group Presentation Assessment Criteria

Section _____ Group _____

Case Assigned _____

Organization of Presentation Content	
Effectiveness of Presentation Skills	
Coordination among Group Members	
Ability to identify problems/issues	
Relevance of recommendations to the problems/issues identified	
Ability to handle questions and queries	
Others	

Marks _____