ISM UNIVERSITY OF MANAGEMENT
AND ECONOMICS

APPROVED BY
THE STUDY COMMISSION
Minutes No. 02-12-2024-02
as of 31st January 2024

BUSINESS TO BUSINESS (B2B) MARKETING

Course code	*MNG 228*
Compulsory in the programmes	*-*
Level of studies	*Undergraduate*
Number of credits	*6 ECTS (48 contact hours + 6 consultation hours + 2 exam hours, 104 individual work hours)*
Course coordinator (title and name)	*Assoc Prof. Dr Ricardo Fontes Correia*
Prerequisites	*-*
Language of instruction	*English*

THE AIM OF THE COURSE:

Business-to-Business (B2B) Marketing is an exciting course that explores the unique world of marketing when businesses sell to other businesses. You'll uncover the vital distinctions between B2B and B2C marketing, emphasizing the enduring importance of building strong customer relationships and creating compelling business offers. You'll discover that "no business is an island", as we explore the intricate web of business networks, all while delving into the latest research and global trends that provide a solid grasp of the ever-evolving B2B landscape.

MAPPING OF COURSE LEVEL LEARNING OUTCOMES (OBJECTIVES) WITH DEGREE LEVEL LEARNING OBJECTIVES (See Annex), ASSESMENT AND TEACHING METHODS

Course level learning outcomes (objectives)	Degree level learning objectives (Number of LO)	Assessment methods	Teaching methods
CLO1. Develop an in-depth understanding of the distinctions between B2B and B2C marketing, emphasizing the significance of building enduring B2B relationships for business success.	BLO1.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies, professional experiences, and other learning material (books, scientific papers)
CLO2. Apply contextual analysis to identify factors influencing organizational buying decisions, comprehend decision-making units and roles, and the intricate buying process in B2B markets.	BLO1.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies, professional experiences, and other learning material (books, scientific papers)
CLO3. Explore the ethical and socially responsible dimensions of managing customer relationships in the B2B context, demonstrating proficiency in strategies for building and sustaining meaningful connections.	BLO2.1	Case studies, Practical Tasks, Final exam	Analysis of case studies, professional experiences, and other learning material (books, scientific papers)

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CLO4. Demonstrate strategic planning skills within the B2B marketing discipline, incorporating market segmentation, estimating demand, and formulating strategic perspectives to propose viable solutions for businesses.	BLO1.2. BLO3.1. BLO3.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies, professional experiences, and other learning material (books, scientific papers)
CLO5. Make informed decisions using appropriate tools to optimize business marketing channels, embracing the omnichannel imperative, and collaborating effectively in supply chain management.	BLO3.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies, professional experiences, and other learning material (books, scientific papers)
CLO6. Apply contextual analysis to pricing models and strategies in B2B marketing, making ethically informed decisions and proposing viable solutions for pricing in the business context.	BLO1.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies, professional experiences, and other learning material (books, scientific papers)
CLO7. Demonstrate effective communication in various B2B settings, adapting communication strategies based on target audience tasks and situations, and integrating ethical considerations into communication practices.	BLO4.1.	Case studies, Practical Tasks, Final exam	Analysis of case studies, professional experiences, and other learning material (books, scientific papers)
CLO8. Apply critical thinking and problem-solving skills in a changing environment.	BLO1.2. BLO4.2.	Case studies, Practical Tasks, Final exam	Analysis of case studies, professional experiences, and other learning material (books, scientific papers)

ACADEMIC HONESTY AND INTEGRITY

The ISM University of Management and Economics Code of Ethics, including cheating and plagiarism are fully applicable and will be strictly enforced in the course. Academic dishonesty, and cheating can and will lead to a report to the ISM Committee of Ethics. With regard to remote learning, ISM remind students that they are expected to adhere and maintain the same academic honesty and integrity that they would in a classroom setting.

COURSE OUTLINE

Topic	In-class hours	Readings
Introduction to B2B Marketing *- Overview of B2B vs. B2C marketing* *- Key distinctions of B2B relationships* *- Importance of B2B relationships*	4	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage.

Understanding Organizational Buying Behavior - *Factors influencing organizational buying decisions* - *Decision-making units and roles* - *The buying process in B2B markets*	6	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage. 2. Harvard Business Publishing Selected Cases
Customer Relationship Management Strategies - *Importance of customer relationships in B2B* - *Strategies for building and maintaining customer relationships*	6	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage. 2. Harvard Business Publishing Selected Cases
Managing Customer Relationships and Market Opportunities -*Segmenting the Business Market* -*Strategic planning in B2B marketing*	6	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage. 2. Harvard Business Publishing Selected Cases
Managing Products for Business Markets - *Product management and development in B2B* - *Product life cycle and innovation*	6	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage. 2. Harvard Business Publishing Selected Cases
Managing Business Marketing Channels -*The omnichannel imperative* -*Distribution strategies in B2B marketing*	6	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage. 2. Harvard Business Publishing Selected Cases
Supply Chain Management -*Understanding and optimizing supply chains* -*Collaboration in the supply chain*	6	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage. 2. Harvard Business Publishing Selected Cases
Pricing Strategies for Business Markets *Pricing models and strategies in B2B* *Value-based pricing*	4	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage. 2. Harvard Business Publishing Selected Cases
Marketing Communications, B2B Sales, and Performance Measurement -*Integrated Marketing Communications*	4	1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage.

- B2B sales strategies for the digital era - Key performance indicators in B2B marketing		2. Harvard Business Publishing Selected Cases	
	Total: 48 hours		
CONSULTATIONS	6		
FINAL EXAM	2		

FINAL GRADE COMPOSITION

Type of assignment	%
Group Components 70%	
Case Studies	30
Practical Tasks	40
Individual Components 30%	
Final exam	30
Total:	**100**

DESCRIPTION AND GRADING CRITERIA OF EACH ASSIGNMENT
(Provide short descriptions and grading criteria of each assignment)

Case Studies - The instructor will present 3 cases about B2B Marketing. A list of questions accompanies each case. After the case presentation by the instructor, students in groups of 4/5 will produce and submit a written assignment about the case presented. Each write-up should be a maximum of 2 pages. The group composition might be modified in different cases**.**

Practical Tasks - To provide an interactive component to the course, the lecture will ask the students, organized in groups of 4/5, to participate in three practical tasks related to the program topics. The cases will be about real companies operating in B2B markets facing challenges that should be addressed using the learning outcomes acquired during the course.

Final Exam - The final exam (1 hour) will consist of open questions. The exam will cover all topics of the course.

RETAKE POLICY
(Provide short description and percentage of the final grade)

The Retake exam will replace the 30% of final grade corresponding to the Final Exam. The Retake Exam will have the same duration and will follow the same structure of the Final Exam. Acquired scores from all assignments will be summed up and the final (cumulative) grade will be given.

ADDITIONAL REMARKS

Given that the course deals with a rather dynamic domain of knowledge, a certain proportion of the lecture and discussion material for the course will be delivered "just-in-time" (uploaded to e-learning or indicated for downloading from the Internet). This is intended to ensure up-to-date coverage of the course topics. Students should be committed to follow the e-learning system and observe uploaded course material on a daily basis. The instructor may assign additional articles, publications, interviews and studies published by top scholarly and practitioner journals.

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REQUIRED READINGS

1. M.D. Hutt, T.W. Speh , D. Hoffman (2023). Business marketing management 13rd ed. Cengage.
2. Harvard Business Publishing Selected Cases

ANNEX

DEGREE LEVEL LEARNING OBJECTIVES

Learning objectives for the <u>Bachelor of Business Management</u>
Programmes:
International Business and Communication,
Business Management and Marketing, Finance,
Industrial Technology Management

Learning Goals	Learning Objectives
Students will be critical thinkers	BLO1.1. Students will be able to understand core concepts and methods in the business disciplines
	BLO1.2. Students will be able to conduct a contextual analysis to identify a problem associated with their discipline, to generate managerial options and propose viable solutions
Students will be socially responsible in their related discipline	BLO2.1. Students will be knowledgeable about ethics and social responsibility
Students will be technology agile	BLO3.1. Students will demonstrate proficiency in common business software packages
	BLO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	BLO4.1. Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	BLO4.2. Students will be able to convey their ideas effectively through an oral presentation
	BLO4.3. Students will be able to convey their ideas effectively in a written paper

Learning objectives for the <u>Bachelor of Social Science</u>
Programmes:
Economics and Data Analytics,
Economics and Politics

Learning Goals	Learning Objectives
Students will be critical thinkers	ELO1.1. Students will be able to understand core concepts and methods in the key economics disciplines
	ELO1.2. Students will be able to identify underlying assumptions and logical consistency of causal statements
Students will have skills to employ economic thought for the common good	ELO2.1.Students will have a keen sense of ethical criteria for practical problem-solving
Students will be technology agile	ELO3.1. Students will demonstrate proficiency in common business software packages
	ELO3.2. Students will be able to make decisions using appropriate IT tools
Students will be effective communicators	ELO4.1.Students will be able to communicate reasonably in different settings according to target audience tasks and situations
	ELO4.2.Students will be able to convey their ideas effectively through an oral presentation
	ELO4.3. Students will be able to convey their ideas effectively in a written paper