BM2250 – BUSINESS TO BUSINESS MARKETING

Module Number: BM2250

Module Title: Business to Business Marketing

Number of Aston Credits: 10

Total Number of ECTS Credits: 5
(European Credit Transfer)

Staff Member Responsible for the Module:

Chris Richardson
Teaching Fellow - Marketing Group

ABS Building, Room 243, Extension 4863
Email: c.richardson3@aston.ac.uk
Office hours: book via WASS at http://tinyurl.com/chrisrichardson

Group Administrator, Samantha Doidge, ABS236, Extension 3147

Pre-Requisite(s) for the Module: BM1134 Introduction to Marketing

MODULE LEARNING OUTCOMES:

At the end of the module students will have an understanding of the nature of managing business relationships in business markets. They will be able to describe and apply the main theoretical concepts used for managing business relationships in different company/product/market situations. In addition, students will develop knowledge of business marketing strategies and understand the implication for managers, employees and other interest groups.

Student Learning Objectives:

1. To develop an understanding of the nature of business markets with regards to business marketing environment, business marketing strategies and key theoretical concepts. This student learning objective should be achieved through class attendance and reading of the course textbook.
2. To develop knowledge of business marketing theories outlined in class (e.g., the Interaction Approach, Customer Portfolio theories, and theoretical frameworks for business marketing strategy). This student learning objective should be achieved through class attendance, group sessions and reading of the recommended articles and textbooks.
3. To apply theoretical and conceptual models to real life cases, e.g., using appropriate theories and frameworks for diagnosing business markets, and for enhancing managerial decision-making. This student learning objective should be achieved through the set assignment for this module.

BM2250 – BUSINESS TO BUSINESS MARKETING

MODULE CONTENT

Lecture Schedule:

Week	Subject of Lecture	Essential Reading Brennan et al (2010)
1	Business to Business Markets and Marketing	Ch 1
2	Organizational Buying Behaviour and Business Networks & Relationships	Ch 2 Ch 3
3	Business Marketing Strategies	Ch 4
4	Researching Business Markets and Business Market Segmentation	Ch 5 Ch 6
5	Market Communications	Ch 7
6	Relationship Communications and Portfolio Management	Ch 8 Ch 9
7	Managing Product Offerings	Ch 10
8	Routes to Markets	Ch 11
9	Price Setting in Business Markets	Ch 12
10	Reading Week / Presentations	
11	Course Review & Revision	

Each of the lecture topics will provide students with an understanding of the nature of business markets, strategies in business market and the theoretical concepts for managing relationships. Students are expected to read the relevant material in conjunction with the lectures. To achieve all the above learning outcomes, students should also read any recommended articles and participate in tutorial sessions.

Tutorial Schedule (second hour of lecture period):

Week 1:	Assignment Briefing	Week 7:	Tutorial
Week 2:	Industry Guest Mini-talk & Q&A	Week 8:	Industry Guest Mini-talk & Q&A
Week 3:	Tutorial	Week 9:	Tutorial
Week 4:	Industry Guest Mini-talk & Q&A	Week 10:	Reading Week / Presentations
Week 5:	Tutorial	Week 11	Revision Session
Week 6:	Industry Guest Mini-talk & Q&A	Week 12/13	Exam

BM2250 – BUSINESS TO BUSINESS MARKETING

International Dimensions:

The subject will be taught with reference to the international context. This reflects the nature of business markets and the emergence of networks, which extend across national boundaries. Students are encouraged to apply international examples throughout their work.

Corporate Connections:

A selection of guest speakers from B2B firms will give short presentations on their field followed by a Q&A sessions.

Links to Research:

Research papers form an integral part of the modules core content. Specific items linking to the marketing groups research into B to B salesforce management and effectiveness will be introduced at key points.

Learning and Teaching Rationale and Methods:

Lectures: During the lectures the key concepts for each topic will be discussed. These key concepts are related to the group work and course examination. Students are expected to accompany lectures with all essential readings.

Tutorials: Tutorials will deal with help prepare students for coursework, giving them the opportunity to ask questions, discuss and debate issues related to the exercise.

Learning Hours:

Direct Contact Time	**Hours**
Lectures	10
Tutorials	8
Non Contact Time	
Reading	30
Group coursework	20
Exam revision	30
Exam	2
Total	100

Ethical Approval

This module does not require any primary research and no ethical approval will be necessary

Assessment and Feedback Rationale and Methods:

The module will be assessed by one piece of group coursework (30%) and a two hour examination (70%)

A two-hour exam (70%) will take place in week 12\13 and will be of a closed book format. There is a choice of questions from which the student is required to answer three. All questions carry equal marks.

BM2250 – BUSINESS TO BUSINESS MARKETING

Group assignment (30%) must be completed and handed in during week 10. Students are required to work in pre-assigned groups by the Undergraduate Office. The main task of the assignment is for each group to produce a group presentation on Powerpoint. Details are below.

The Coursework – *B2B Consultants Report*

Each group is to select an overseas B2B manufacturer. Following research and analysis, the group, acting as a B2B consultancy, must submit a report entitled…

"X company –strategy for penetrating the UK market".

Based on the group's market research and underpinned by B2B marketing theory, each group is required to give a 10 minutes presentation to the company's MD (the lecturer) with a further 5 minutes of questions to follow. All team members must participate in this presentation. Marks will be awarded based on content at 95% and presentation 5%. A copy of this presentation must be handed in to UG office prior to the presentation and a duplicate given to the MD (the lecturer) at the presentation.

Further guidance will be given on coursework during tutorial sessions.

The brief:
You are a UK Business to Business Marketing Consultant and have been approached by the X company of Y country, whose Managing Director wishes to expand into the UK market.

They are under no illusions that entering an unknown market is fraught with problems. You have been approached as a consultant experienced in entering B2B markets.

You have been asked to create a report, to be presented in Powerpoint, advising the MD and his sales and marketing team how they should undertake this exercise to maximise their chances of success in penetrating the UK market. You must advise them on not just how to go about doing this but why they should take the action you recommend.

Importantly, you must also ensure that you consider how the company should hold on to the business it gains.

Group presentations will take place during week 10. Printed copies of the Powerpoint presentation must be handed in to UG office by midday on 6th Dec.

Working in Groups

To ensure that group members contribute equally to the coursework, each student is required to complete Form 1 on page 11, which provides a summary of the work done by each student. It serves as evidence of each member's equal contribution but no marks will be awarded.

In addition, each group will be required to fill in Form 2 on page 12, which is a joint assessment of each group member's contribution to the group assignment. No individual assessment of one's own contribution and/or other people's contribution in percentage terms (unsigned by other group members) will be accepted and hence, **Form 2 must be signed by all members.**

NB: Any incomplete form will render the assignment invalid; the assignment will be classified as ``late'' (with the accompanying grading implications) until such time as Form 2 is signed by all members. Part of this exercise is for group members to work together and negotiate among themselves.

All members of each group are expected to contribute equally to the assignment without creating unnecessary heavy workload of any particular group member. To achieve this, there will be an individual component to the group assignment. Each member of the group is required to submit Form 1, providing a brief assessment of his or her contribution to the assignment. This form will not be awarded an official grade, but provides evidence of each group member's individual contribution.
Each group is also required to provide a joint assessment of each group member's contribution to the assignment, in percentage terms (see Form 2). No individual *assessment of one's own contribution* and/or other people's contribution in percentage terms (unsigned by other group members) will be accepted. Form 2 must be handed in at the same time as the assignment, signed by all group members. Any assignments are counted as late until such time as Form 2 is handed in.

As a result, group members are expected to negotiate amongst themselves in order to assign each other's percentage contribution to the group. For example, say a group is awarded 70% for their assignment. If a student has 100% for their percentage contribution score, they will receive 70% (100% of 70%) for the assignment. If a student has 60% for their percentage contribution score, they will receive 42% (60% of 70%) for the assignment.

BM2250 – BUSINESS TO BUSINESS MARKETING

FORM 1

FILL IN THIS FORM AND ATTACH IT TO THE GROUP REPORT.

THIS IS TO BE HANDED IN by 12pm Friday afternoon Week 10 TO THE COURSEWORK OFFICE.

Student Name: _____ **Group Number:** _____

I have contributed to the group report in the following way:

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

BM2250 – BUSINESS TO BUSINESS MARKETING

FORM 2

PLEASE FILL IN THIS FORM AND ATTACH TO THE GROUP REPORT.

THIS IS TO BE HANDED IN BY 12pm Friday afternoon Week 10 TO THE COURSEWORK OFFICE.

Group Number: _____

Student Name: **Contribution** – Percentage of Final Grade Awarded (E.g., 100 means that the student will receive 100% of the Final Grade, 50 means the student will receive 50% of the Final Grade).

_____ _____ %

_____ _____ %

_____ _____ %

_____ _____ %

_____ _____ %

_____ _____ %

_____ _____ %

_____ _____ %

_____ _____ %

All Group Members Contributed Equally

(Please tick)

☐

Date: _____

Student Signatures:

_____ _____ _____

_____ _____ _____

_____ _____ _____