Business-2-Business Marketing Strategy

Academic Year: **2017/2018** **Term: 4**

Instructor: Gonçalo Salazar Leite

Contact(s) and Office hours: gsl@clsbe.lisboa.ucp.pt; By appointment

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Biography:

Gonçalo Salazar Leite holds a degree in Management from ISCTE–Lisboa and an M.B.A. from INSEAD.

He worked in various Marketing and Sales positions at Unilever, and as a consultant at McKinsey&Co.

He held several management positions at Semapa and Secil, a B2B cement and materials company operating in several geographies, where he was Commercial Manager, Executive Director and Chief Executive Officer. Currently Vice-Chairman of Secil and Senior Advisor at Semapa, he is also President of the European Cement Association

Teaches B2B Marketing and Sales in the Executive Education courses of Catolica-Lisboa and was, in the past, Assistant Teacher of the "*Advertising and P.R.*" course at ISCTE- Lisboa

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Course overview and objectives**:**

Most companies of any dimension do not sell their products and services to consumers but to other companies. The buyers are organizations with a decision-making process that is complex and different from those of a final buyer of consumer goods. The marketing and sales challenges faced in business-to-business markets must be addressed based on the fundamentals of marketing *but* applied in a radically different way. The focus, scope and processes of the marketing and sales efforts are different, and so must marketing strategy and communication be. This course reviews the main components of business-to-business – "B2B" – marketing, strategy and sales.

The course aims to:
provide an understanding of the strategic marketing and sales priorities of companies and organizations selling to other organizations;
recognize the B2B challenges of companies and highlight the changes to marketing principles and practices that are needed to work in a B2B environment;
identify the key issues faced by marketing and sales professionals in B2B oriented companies;

The overall objective is to understand and discuss a comprehensive, integrated approach to the B2B Marketing specifics and their consequences.

Course Content**:**

The main themes that will be addressed by this course are:

Business-to-Business Marketing Strategy
Customer Value: Pricing, Positioning, Branding; the B2B Marketing Mix
B2B Sales – and B2B Purchasing
Digital B2B Marketing
The impact of digital on B2B Sales and O2O
The effects of platforms and the consequences of social media for B2B
The convergence and the differences of the B2B and B2C models
International distribution and trading

Required background:

None

Grading:

Grades will be based on the weighted average of the following:

Group Assignment	25%
Short Individual Assignment	15%
Class Participation	10%
Final Exam	50%

Assignment submissions are to be made via turnitin.com. Details will be provided on the *Moodle* course site.

Bibliography:

Course readings and class handouts, that will be made available on *Moodle* and are to be restricted to course participants

There is no required textbook. Interested students can refer to: Creating the Strategy: Winning and Keeping Customers in B2B Markets, by Rennie Gould, but, again, this is not required.

Relevant secondary sources will be made available throughout the course.

Extra Costs (case studies, platforms...):

One case study (available at the copy center).
As an *option*, a second case study will be available.

Miscellaneous information:

Class participation is recommended. The final exam has a minimum passing grade of 8/20.
The individual assignment is to no longer than 4 pages, on a subject chosen by each student. Group assignments will be on a subject agreed with each group and can include a short presentation.

This is a Masters' level course, where lectures are to be complemented by the work assignments and the link to real-life business issues is encouraged.

Code of conduct and ethics:

Católica Lisbon School of Business and Economics is a community of individuals with diverse backgrounds and interests who share certain fundamental goals. A crucial element to achieve these goals is the creation and maintenance of an atmosphere contributing to learning and personal growth for everyone in the community. The success of CATÓLICA-LISBON in attaining its goals and in maintaining its reputation of academic excellence depends on the willingness of its members, both collectively and individually, to meet their responsibilities.

Along with all the other members of our community, students are expected to follow professional standards and CATÓLICA-LISBON standards of Academic Integrity. Some details should be mentioned here: Please arrive on time for class with uninterrupted attendance for the duration of the class. Signing attendance sheet for anyone else in the class constitutes fraud and a violation of the CLSBE code of conduct. Use of computers and other electronic devices during the class is not allowed, unless expressly requested by the instructor of the course. Students who persistently act in a disruptive and disrespectful manner during the class session may be invited to leave.

Students are expected to behave at all times according to the fundamental principles of academic integrity, including honesty, trust, fairness, respect, and responsibility. In particular,

a) In **individual graded assignments** of any type, students may not collaborate with others or use any materials without explicit permission from the instructor of the course;
b) In **group assignments and reports**, all students listed as authors shoud have performed a substantial amount of work for that assignment;
c) It is dishonest to fabricate or falsify data in experiments, surveys, papers, reports or other circumstances; fabricate source material in a bibliography or "works cited" list; or provide false information in other documents in connection with academic efforts;
d) **Plagiarizing**, i.e. "to steal and pass off the ideas or words of another as one's own and or to use another's production without crediting the source" (Merrian-Webster Dictionary) is an Academic Integrity breach. It can be avoided by using proper methods of documentation and acknowledgement. Visit this guide for additional resources on how to avoid plagiarism in your written submissions http://en.writecheck.com/plagiarism-guide
e) In **exams** students must not receive or provide any unauthorized assistance. During an examination, students may use only material and items authorized by the faculty. Use of smartwatches or other communication devices is not permitted during the exam.

Academic integrity breaches will be dealt with in accordance with the school's code of Academic Integrity: https://www.clsbe.lisboa.ucp.pt/system/files/assets/files/academicintegritycode.pdf

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