MKT2211– Business-to-Business Marketing (B2B)
First term 2016-2017

Instructor	**Dr. PENG Ling - Associate Professor in Department of MIB**
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Website	**All teaching materials will be uploaded to Moodle (Weekly Style)**
Prerequisite	**BUS2205 – Marketing Management**
Time & Venue	**TU 10:30am – 11:45am (SEK205) & F 11:30am – 12:45pm (LKK203)**
Office Hours	**TH: 2:00pm – 4:00pm; F: 2:00pm – 4:00pm**

Brief Course Description:

B2B refers to marketing activities that are directed toward businesses, governments, and not-for-profit organizations - as opposed to consumers. This course enables you to understand specific issues and problems faced firms by having organizations as customers; get to know some tools and concepts with which firms analyze and answer to these challenges; acquire the capability to identify and analyze some underlying mechanisms of the challenges on business markets. The course is ***a free elective course*** and provides support to other courses in the marketing stream.

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, customer relationship management and supply chain management.
- Apply concepts and theories to business marketing situations and take appropriate decisions using a strategic marketing perspective.

Recommended Textbooks:

1. Lau Geok Theng (2007), *Business Marketing*, *an Asian Perspective*, McGraw-Hill.
2. Dwyer, F. Robert & Tanner, John F. Jr. (2009) *Business Marketing: Connecting Strategy, Relationships, and Learning*, 4th ed., McGraw-Hill.

Teaching Method

The course is designed to clarify the material in the textbook and outside materials, stimulate your thinking about key issues related to B2B marketing, and relate the covered materials to real world situations. A variety of methods will be used including instructor's lectures, case studies, videos & games.

Measurement of learning outcomes:

Final grades will be determined as follows:

Group Level:	
Group Case Study	25%
Individual Level:	
Mid-term Quiz	15%
Individual Essay	15%
Final Exam	40%
Class Participation & Discussion	5%
Overall Course Grade	***100%***

1. **Midterm Quiz:** There will be a mid-term test held on ***October 21*** (Friday, in normal class time). It consists of 50 MC questions and covers chapter 1, 2, 4, 5 & 7. The quiz aims to review students' understanding of key concepts, theories and principles of B2B.

2. **Group Case Study**: Students are expected to apply marketing logic to solve realistic business problems. They are required (in teams of four to five) to prepare for verbal presentations in classes. Students can choose the case from the textbook or other sources upon the approval of the instructor. The students are only required to hand in their PowerPoint materials immediately before their presentations. Each presentation will last for about 20 minutes and a Q & A will then follow. The presentations are scheduled in ***November 22 (TU), 25 (FRI) and 29 (TU)***.

3. **Individual Essay:** Each student will choose a topic related to some current issues in business marketing and collect information from various sources (e.g. library, Internet, electronic data bases, personal interviews with key informants etc.) related to the chosen topic. The student is required to submit a written report of the findings and recommendations/discussions by ***Dec 2, 2016 (5pm, Friday, last day of the term)***. The length of the report should be around 1000 words (A4 size, 12 font size, 2-3 page single-spaced, excluding tables and appendices). The essay will be used to assess students' achievement in applying critical thinking skills. A rubric for effective individual essay is attached.

4. **Class Participation:** Students are encouraged to participate in class discussions. One will lose participation marks for low attendance, consistent lateness, disturbing behavior, etc. However, high attendance does not necessarily mean a high participation mark.

5. **Final Examination:** There is a two-hour written examination at the end of the term. All materials taught in the course may be covered. There is normally a case study and a couple of essay questions. Final exam time and venue will be announced by the registry.

B2B Class Schedule 2016-2017

Dates		**Topics to covered (Skip Ch3, 6 & 8)**	**Activities**
FRI	Sep 2	Course Overview and Requirements	
TUE	Sep 6	**Ch 1:** Introduction to Business Marketing	
FRI	Sep 9		
TUE	Sep 13	**Ch 2:** Business Buying Process and Behavior	
FRI	***Sep 16***	***The day following the Chinese Mid-Autumn Festival, NO CLASS.***	
TUE	Sep 20	**Ch 2:** Business Buying Process and Behavior (Cont)	Case Study Group Formation
FRI	Sep 23	**Ch 4:** Business Market Segmentation	
TUE	Sep 27		
FRI	Sep 30	**Ch 5:** Business Marketing Strategies	
TUE	Oct 4		
FRI	Oct 7		
TUE	Oct 11	**Ch 7:** Business Product Strategies and Decisions	Midterm Pre-test Review
FRI	Oct 14		
TUE	Oct 18		
FRI	***Oct 21***	***In-class Midterm Test***	
TUE	Oct 25	**Ch 9:** Business Channels & Distribution Strategies & Decisions	Midterm Test Review
FRI	Oct 28		
TUE	Nov 1	***Group Case Study Topic Determined and Consultation***	
FRI	Nov 4	**Ch 10:** Business Sales Management & Personal Selling	
TUE	Nov 8		
FRI	Nov 11	**Ch 11:** Business Marketing Communications **Final Exam Briefing**	
TUE	Nov 15		
FRI	Nov 18		
TUE	**Nov 22**	**Group Case Study Presentation**	Students be presenters or assessors of the presentations
FRI	**Nov 25**		
TUE	**Nov 29**		
FRI	**Dec 2**	**Individual Essay Due; Conference Leave, NO CLASS**	

MKT2211 B2B - Rubric for Effective Individual Essays

Traits	Mastering (7-10 marks)	Developing (4-6 marks)	Emerging (1-3 marks)	Rating
*Identifies, summarizes (and appropriately reformulates) the problem/question (10%)	Clearly identifies the challenge and subsidiary, embedded, or implicit aspects of the issue. Identifies integral relationships essential to analyzing the issue.	Summarizes issue, though some aspects are incorrect or confused; nuances and key details are missing or glossed over.	Does not attempt to or fails to identify and summarize accurately.	
*Presents, assesses, and analyzes appropriate supporting data/evidence. (20%)	Examines the evidence and source of evidence from the case; questions its accuracy, precision, relevance, completeness.	Use of evidence is qualified and selective, though perhaps unintentional.	Repeats information without question or dismisses evidence without adequate justification.	
*Develops, presents, and communicates OWN perspective or position. (10%)	Clearly presents and justifies own view while qualifying or integrating contrary views or interpretations.	Presents and justifies own position without addressing other views, or does so superficially.	Fails to present and justify own opinion.	
*Identifies and demonstrates understanding of B2B concepts that apply. (20%)	Identifies and shows good command of the B2B concepts that apply to the case	Identifies and shows fair command of most concepts that apply to the case	Concepts are not identified or identified inappropriately. Shows insufficient command of concepts that apply to the case	
Presents relevant arguments in logical order; Internally consistent content that flow effectively (20%)	Relevant arguments are presented in a clear and logical manner. Different sections and sub-sections contain appropriate titles and sub-titles as needed. Different parts of the report are consistent, very good connection between different parts, and the arguments/issues are easy to read and follow.	Arguments are generally relevant and most are presented logically. Different sections and sub-sections contain appropriate titles and sub-titles as needed. Different parts of the report are generally consistent, good connection between different parts, and the arguments/issues are fairly easy to read and follow.	Arguments are not relevant nor presented logically. Different parts of the report are inconsistent, no connection between different parts, and the arguments/issues are difficult to read and follow.	
Ethical and professionally responsible analysis and solutions (10%)	Sources are appropriate, well documented and effectively cited. Where appropriate the discussion and conclusions are ethically sound, credible, and not frivolous.	Sources are fair, reasonably well documented and cited. Where appropriate the discussion and conclusions are ethically sound, credible, and not frivolous.	Sources are inappropriate, not well documented and poorly cited. Discussion and conclusions are not ethically sound, credible, or are frivolous.	
Uses acceptable style and grammar (10%)	No or virtually minimal spelling, grammar, sentence structure, and paragraphing errors.	Few spelling errors, generally appropriate grammar, sentence structure, and paragraphing.	Numerous spelling errors; inappropriate grammar, sentence structure, and paragraphing used throughout the document.	

*For critical thinking assessment

Overall Mark (0-100): _____

Group Case Study Presentation
Assessment Criteria

Group _____

Assessment Criteria (equally weighted)	Poor	Fair	Good	Very Good	Excellent
1. Effective Introduction of the case story	1	2	3	4	5
2. Logically organized and coherent	1	2	3	4	5
3. The use of appropriate and relevant content	1	2	3	4	5
4. Clarity of applications of B2B concepts and theories highlighted in the case	1	2	3	4	5
5. Effective conclusions and recommendations	1	2	3	4	5
6. Use of audio-visual materials	1	2	3	4	5
7. Presentation Style	1	2	3	4	5
8. Ability to elicit audience participation	1	2	3	4	5
9. Ability to respond to questions from the audience	1	2	3	4	5
10. Cooperation & Coordination	1	2	3	4	5

Overall Mark (0-50) _____

Your Name: _____