



## COURSE OUTLINE

### **1. General specifications**

**Module Title:** Business – to – Business Marketing

**Level:** BSc (Hons) in Business Administration

**Credits** 15

### **Overview of the module:**

The marketing of products to other businesses is very different to marketing directly to consumers and therefore it is important to understand the distinctions between these forms of marketing and appreciate the aims and scope of business-to-business marketing. This module focuses on the scope and nature of business marketing, unique aspects of business marketing strategy development, and analysis of issues that face business marketers. Students will also study areas such as developing and maintaining customer relations, relationship marketing, customer satisfaction, quality, services marketing, consumer and industrial buyer behaviour, personal selling and ethical marketing conduct.

### **2. Module Delivery**

#### **Contents**

<b>CLASS SUBJECT</b>	
1	What is Business to Business Marketing and a comparison with Business to Consumer Marketing – B2B v B2C Business to Business Marketing Text - Chapter 1
2	The Core and facts of Business to Business Marketing – The B2B Markets Business to Business Marketing Text - Chapter 2 / Chapter 13
3	Market Segmentation in B2B; The big problem in B2B Business to Business Marketing Text - Chapter 6



4 Understanding Business and Organisational Behaviour. Business/Industrial Buying Business to Business Marketing Text - Chapter 3
5 Customer Relationship Management – What is CRM and its effective uses Business to Business Marketing Text - Chapter 7/Chapter 4
6 A customer relationship or a quality customer relationship – what you really need – the growing technological element Business to Business Marketing Text – Chapter 10
7 Marketing Communications in B2B marketing - using the channels Business to Business Marketing Text– Chapter 9
8 The Ethical and Sustainability elements of B2B Marketing Business Ethics – Crane & Matten - Oxford University Press -suggested
9 The Supply Chain – the need for awareness for marketers. What is it and why so important. Business to Business Marketing Text - Chapter 5
10 Services Marketing – the intangibles and the new offers of the intangible/tangible? Business to Business Marketing Text - Chapter 11
11 Business Marketing Strategies Business to Business Marketing Text – Chapter 6 and Chapter 14
12 The Challenge of modern Sales Techniques Business to Business Marketing Text - Chapter 8

### **Indicative reading**

Essential Textbook:

Brennan, Canning and McDowell (2007), Business to Business Marketing (Sage Advanced Marketing Series), Sage Publications Ltd.  
ISBN-10: 1412919703

### **3. Module Assessment**

#### **Module Learning Outcomes**

On completion of this module the student should be able to:

#### Knowledge and understanding

1. Distinguish between the challenges of Business-t-Business (B2B) marketing as opposed to Business-to-Consumer (B2C) marketing.
2. Evaluate case studies and demonstrate an overall grasp of the marketing needs.

#### Intellectual Skills

1. Discuss the importance of customer relationship management.
2. Outline different channels of customer communication and assess how they might be exploited for B2B marketing purposes.



3. Discuss the integral role of quality assurance in customer relationship management.
4. Demonstrate understanding of the psychological aspects of the industrial client.
5. Outline and discuss the ethical implications of B2B marketing.

**Assessment Methods:**

**Number, Type and Weighting of Element**

Examination 55%

Assignment 35%

Discussion Forum Assessment 10%