

## BUSINESS TO BUSINESS (B2B) MARKETING

<b>Course code</b>	<i>MNG228</i>
<b>Compulsory in the programmes</b>	-
<b>Level of studies</b>	<i>Undergraduate</i>
<b>Number of credits</b>	<i>6 ECTS (48 contact hours + 6 consultation hours, 104 individual work hours)</i>
<b>Course coordinator (title and name)</b>	<i>Neringa Petrauskaitė</i>
<b>Prerequisites</b>	<i>Marketing, Organizational Behaviour, Finance</i>
<b>Language of instruction</b>	<i>English</i>

### COURSE AIM

To provide students the fundamental knowledge of B2B concepts and techniques; to enable students to identify key problems in a complex, competitive situation. The major responsibility of students in this course to make rational marketing decisions and present well supported recommendations for future action while justifying them through oral and written communication.

### 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)	Study methods	Teaching methods
SLO1. To develop an understanding of the elements of the B2B marketing concepts, process, and theories.	BLO1.1. BLO2.1.	Lectures, Case study, self-study	Exams, case solutions, case quizzes
SLO2. To be able to analyze micro and macro environments; implement an industry analysis and be able to apply evaluation tools to understand how a business is operating	BLO1.2.	Lectures, Case study, self-study	Exams, case solutions, case quizzes
SLO3. To be able to describe and to analyze the impact of economic, social, political, and cultural variables which affect a marketing operations.	BLO1.2.	Lectures, Case study, self-study	Exams, case solutions, case quizzes
SLO4. To learn how to apply the B2B concepts to real life business cases and develop recommendations to help solve marketing issues	BLO1.2.	Lectures, Case study, self-study	Exams, case solutions, case quizzes
SLO5. To be able to summarize the options available for the company, to defend the recommendations. Evaluate the rationale for each alternative and the risks of an organization.	BLO1.2.	Lectures, Case study, self-study	Exams, case solutions, case quizzes
SLO6. To be able to work in a team, to present work results in written or oral form, to be able to argue decisions	BLO4.1. BLO4.2. BLO4.3.	Lectures, Case study, self-study	Exams, case solutions, case quizzes

### 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. Regarding 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

The course is structured as a combination of lectures, discussions, in-class activities, case analyses, and student presentations. It requires a substantial amount of student preparation and active involvement during class. Two academic hours of each topic will be devoted to the concepts of B2B marketing and will have a lecture format. The following two academic hours will be set aside for group-based casework and discussion. The students will be required to present their case solutions and defend them. All students are required to read case material before group discussions.

The final sequence and timing of lectures will be posted on elearning.ism.lt platform. All cases will be posted on the course webpage.

Lecture	Topic	In-class hours		Readings
		Theory	Practice	
1.	Introduction to B2B marketing: differences between B2B and B2C marketing. B2B value pyramid. Introduction to the course. <i>Case discussion</i>	3	1	Reading materials posted on the course webpage
2.	A Business Marketing Perspective. Research on B2B marketing practice in Lithuania and global trends. <b>Guest speaker:</b> Jorė Astrauskaitė <i>Case discussion</i>	2	2	Chapter 1 Reading materials posted on course webpage
3.	Organizational buying behavior. Segmenting the business market. <i>Case discussion</i>	2	2	Chapter 2 & 4
4.	Customer lifetime value and customer equity <i>Case discussion</i>	2	2	Reading materials will be posted on course webpage
5.	Positioning strategy for B2B (1) <i>Group work</i>	2	2	Reading materials will be posted on course webpage
6.	Positioning strategy for B2B (2) <i>Group work</i>	0	4	Reading materials will be posted on course webpage
7.	Midterm exam	4	0	-
8.	Managing services and products for business markets <i>Case discussion</i>	2	2	Chapter 7 & 9 Reading materials will be posted on course webpage
9.	Managing Business Marketing Channels <i>Case discussion</i>	2	2	Chapter 10 Reading materials will be posted on course webpage
10.	Designing B2B marketing funnels <b>Guest speaker:</b> Julius Kaknevičius <i>Case discussion</i>	2	2	Reading materials will be posted on course webpage

11.	Pricing Strategy for Business Markets <i>Case discussion</i>	2	2	Chapter 12
12.	B2B branding <b>Guest speaker:</b> Julius Kaknevičius <i>Case discussion</i>	2	2	Reading materials will be posted on course webpage
TBA <sup>1</sup>	<b>FINAL EXAM</b>	-	-	All lecture materials
Total:		TOTAL: 48 HOURS		
<b>CONSULTATIONS</b>		4		
<b>EXAM</b>		2		

### FINAL GRADE COMPOSITION

Type of assignment	%
<i>Group Components 0%</i>	0
<i>Individual Components 100%</i>	
Individual participation grade	20
Individual case-based quizzes	30
Midterm exam	25
Final exam	25
<b>Total:</b>	<b>100</b>

### DETAILED EXPLANATION OF THE ASSIGNMENTS\

**Individual participation grade (20% of course grade)** - participation in case discussions and group work, meaningful contributions to case understanding and preparation will lead to a higher individual participation grade.

Each student is expected to participate in case discussions. Meaningful contributions to case material understanding and discussions during class will be marked on the participation sheet. In general, students are expected to:

- a come to class prepared;
- contribute readily to the conversation but don't dominate it;
- make thoughtful contributions that advance the conversation;
- show interest in and respect for others' views;
- participate actively in small groups.

### Individual case-based quizzes (30% of course grade)

At the beginning of the case discussion period, students will fill out a quick (10 min.) quiz based / individual tasks on that day's case materials. The results of these quizzes will add up to 30% of the course grade.

<sup>1</sup> TBA – To be announced later

**The midterm exam** will consist of several multiple-choice and open-ended questions. The exam will focus on applying skills and knowledge learned in this course. The midterm exam will cover 1- 6 lectures material and represent 25 % of the final grade.

**The final Exam** will consist of several multiple-choice and open-ended questions. The exam will focus on applying skills and knowledge learned in this course. The final examination counts 35% of the final grade and will cover 7 -12 lectures material.

**Extra assignment (up to 10% of bonus)**

During this course, an extra assignment may be provided for up to 10% of final grade. If such assignment is provided it will be available to ALL students. Typically it involves analysis and evaluation of real business strategies in Lithuania and/or beyond. Additional information will be provided during the course.

**Evaluation criteria**

**Individual case discussion contribution:**

- Come prepared;
- Actively participate in case discussions;
- Support answers with arguments/evidence;
- Seek to advance understanding of case situation for the whole class.

**Group work**

- Ability to recognize and single out the key problems;
- Analytical skills;
- Creativity;
- Responses to questions.

**Exam**

- Ability to identify the correct answers;
- Ability to see an issue from multiple views;
- Level of knowledge.

**RETAKE POLICY**

**Re-take of the Exam.** Students who receive a failing final grade shall have the right to re-take the exam during the re-sit week, which will comprise **50%** of the final grade. Individual participation grade and individual case-based quizzes cannot be retaken.

**REQUIRED READINGS**

M.D. Hutt, T.W. Spoh (2013). Business marketing management 11<sup>th</sup> ed. Cengage learning.

**NOTES**

The slides are an intellectual property of course lecturer and may not distributed or duplicated without written consent.



## DEGREE LEVEL LEARNING OBJECTIVES

### Learning objectives for the Bachelor of Business Management

*Programmes:*

*International Business and Communication,*

*Business Management and Marketing,*

*Finance,*

*Industrial Technology Management,*

*Entrepreneurship and Innovation*

<b>Learning Goals</b>	<b>Learning Objectives</b>
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