

Course Profile
Department of Management / International Trade Program

Course Number : MAN 411	Course Title : B2B Marketing
Required / Elective : Elective	Pre / Co-requisites : -
<p>Catalog Description: The purpose of this course is to explore the field of marketing that deals with transactions between two firms or organizations, rather than between an organization and a consumer. Since similarities between B2C and B2B markets are examined, the course contains a partial review of previous marketing courses. On the other side, it also deals with the special challenges and opportunities that B2B markets pose for the Marketing Manager. The marketer who intends to serve the needs of organizations rather than households must be aware of this unique application of the marketing concept. Two key aspects can delineate the importance of B2B markets. First, almost all of the high-tech markets fall into the domain of the business market. Second, the market opportunity for e-commerce in the B2B market is estimated to be ten times larger than the opportunity that exists in the business-to-consumer market.</p>	<p>Textbook / Required Material: Business Marketing Management: B2B by Michael D. Hutt and Thomas W. Speh (Hardcover - Feb. 13, 2009)</p>
Course Structure / Schedule : (3+0+0) 3 / 6 ECTS	
<p>Extended Description :</p> <p>This course enables students to comprehend some specific issues and problems faced by firms having organizations as customers. Familiarity with the basic concepts of management and marketing will enable smooth understanding. Though, keeping up with the reading materials and regular attendance appear to be the “musts” of the course.</p>	
Design content : None	Computer usage: -
<p>Course Outcomes: By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1.) Describe the nature of business markets and the related topics involved in business activities among business organizations [5] 2.) Compare the similarities and differences between consumer markets and business markets [5]. 3.) Analyze business situations in the context of buyer-seller relationships, consumer relationship management and supply chain management [4, 5]. 4.) Apply concepts and theories to business marketing situations and take appropriate decisions using a strategic marketing perspective [5]. 	

Recommended reading:

1.)“A holistic model for coordinating supplier and customer relationships” by Svend Hollensen and Niels N. Grünbaum, Competitive Paper, University of Southern Denmark.

2.)“Relationship marketing in Japan: the buyer – supplier relationships of four automakers” by Jai-Beom Kim and Paul Michell, Journal of Business and Industrial Marketing, Vol.14, No.2, 1999.

Teaching methods:

class group discussions & assignments, case studies, term project.

Assessment methods:

Midterms: 30 %

Final Examination: 40 %

Quiz and Case Studies : 30 %

Student Workload/ECTS (European Credit Transfer System) Tableau:

Activity:	Number:	Duration (hour):	Total Workload (hour):
Pre- reading	13	6	78
Lectures	13	2	26
In Class-case studies	10	1	10
Case Studies	8	4	32
Business Profiles Analysis	4	1	4

TOTAL: 150 hours / 25 = 6 ECTS

Prepared by : Staff

Revision Date : 15.07.2010