

Marketing B to B

EM4R5M31

Program

PGE
PGE 3A - Operational and Strategic Marketing (SOMKT)

UE

Sectoral marketing

Semester

B

Discipline

Marketing

Contact hours

27 H

Number of spots

45

Open to visitors

Yes

Language



Coordinator

Dobromir STOYANOV



List of lecturers

Lecturer(s)	Email	Contact hours - lecture
Claire ROEDERER	claire.roederer@em-strasbourg.eu	27 h

Pedagogical contribution of the course to the program

LEARNING GOAL 1 : Students will master state-of-the-art knowledge and tools in management fields in general, as well as in areas specific to the specialized field of management.

Students will identify a business organization's operational and managerial challenges in a complex and evolving environment.

Students will understand state-of-the-art management concepts and tools and use them appropriately.

Students will implement appropriate methodologies to develop appropriate solutions for business issues.

LEARNING GOAL 2 : Students will develop advanced-level managerial skills.

Students will work collaboratively in a team.

Students will participate in a decision-making process in a critical way.

Students will communicate ideas effectively, both orally and in writing, in a business context.

LEARNING GOAL 3 : Students will demonstrate their understanding of practices reflecting ethical, diversity and sustainable development values in business organizations.

Students will identify and analyze issues relating to diversity, ethics and sustainable development in their business context.

LEARNING GOAL 4: Students will study and work effectively in a multicultural and international environment.

Students will demonstrate written and oral competency in two foreign languages.

Students will analyze business organizations and problems in a multicultural and international environment

Description

Most of the marketing courses taught at business schools and universities focus on business-to-customer (B2C) markets rather than dealing with the relationships business-to-business (B2B). There is no clear explanation about this except for the fact that we are all final consumers and can therefore relate more easily to consumer marketing issues. However, the economic weight of the B2B sector is considerable and even exceeds that of the consumer market sector. That is why the main goal of this course is to outline the specificities of the B2B markets: the products are more complex and less standardized, pricing can vary significantly from one client to another, purchasing decisions are more rational, involving more people, sales rely heavily on personal interactions etc. In the turbulent business environment, the role of marketing is to propose solutions to governments, NGO's, SME's and larger corporations how to build strong relationships between each other, assess market opportunities, design strategies and evaluate their performance.

Teaching methods

Face-to-face

- Lectures

In group

- Oral presentations
- Projects
- Case studies/texts

Interaction

- Discussions/debates

Others

No items in this list have been checked.

Learning objectives

Cognitive domain

Upon completion of this course, students should be able to

- - (level 1) **Present** a managerial rather than descriptive treatment of business marketing
 - - (level 2) **Recognize** the importance of B2B sector in the economy
 - - (level 4) **Outline** the similarities between consumer goods and business-to-business marketing
 - - (level 5) **Design** business strategies for managing, products & services, prices, marketing channels & communications
 - - (level 6) **Evaluate** business marketing strategy and performance.
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Affective domain

Upon completion of this course, students should be able to

None affective domain have been associated with this course yet

Outline

1. The environment of business marketing
 2. Managing relationships in business marketing
 3. Assessing market opportunities
 4. Formulating business marketing strategy
 5. Evaluating business marketing strategy and performance
 6. Mid-term test
 7. Presentation of the final projects: Discussion & Feedback
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No prerequisite has been provided

Knowledge in / Key concepts to master

Basics in marketing

Teaching material

Mandatory tools for the course

- Computer

Documents in all formats

- Newspaper articles
- Case studies/texts

Moodle platform

No items in this list have been checked.

Software

No items in this list have been checked.

Additional electronic platforms

No items in this list have been checked.

Recommended reading

Main reading material

1. Zimmerman A., Blythe J. (2018). Business to Business Marketing Management A global perspective. 3rd ed., Routledge
2. Hutt, M.D. & T.W. Speh. (2016). Business marketing management: B2B. 12th ed., Cengage learning
3. Kotler, Ph. & W. Pfoertsch (2010). Ingredient Branding: Making the Invisible Visible. Springer

Additional literature

1. Malaval, Ph. & Ch. Bénaroya. (2013). Business to business marketing. From industrial to business marketing. de boeck, 1st ed.
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EM Research: Be sure to mobilize at least one resource

Textbooks, case studies, translated material, etc. can be entered

No reading material has been provided.

Assessment

List of assessment methods

Intermediate assessment / continuous assessment 1 Last class

Written and oral (25 Min.) / Individual / English / Weight : 40 %

Details : Project development: half of this evaluation (20%) is based on the written group work presentation prepared by the students at home (For example: MS PowerPoint, Prezi etc.). One of the team members should send the presentation to the professor by e-mail at least one day before the final session. The other half of this evaluation is based on the individual performance of each team member during project presentation in class (20%).

This evaluation is used to measure L01.3, L02.2, L02.3

Intermediate assessment / continuous assessment 2 Class no. 6

Written (180 Min.) / Individual / English / Weight : 40 %

Details : Mid-term test

This evaluation is used to measure L01.1, L01.2, L01.3, L02.1

Intermediate assessment / continuous assessment 3 Other (date, pop quiz, etc.) : Continuous

Written / Individual / English / Weight : 20 %

Details : Active and continuous participation during the discussions in class. Homeworks and assignments in class!

This evaluation is used to measure L01.1, L01.2, L02.2, L02.3