About This Unit

This unit defines and explains the nature of business marketing. It illustrates different types of business markets and how they differ from consumer markets. The demand for business products and services are considered. Different approaches to business marketing are discussed as typified in the relationships between buyers and sellers. The unit will consider the purchasing function, organisational buyer behaviour, business marketing opportunities and strategy, developing a marketing mix in a business market, managing customer relationships, sales and sales management as well as managing the marketing program and customer retention.

These Business to Business markets include producers of goods and services, intermediaries, government, non-profit organisations, and any group who purchases and uses inputs to produce or resell goods and services. This unit examines marketing strategies that will result in achieving the awareness, comprehension, sales response objectives and stable profitable relationships essential to continuity of commercial success of supplier organisations.

In the business to business context this course examines the nature and role of internal and external relations and networks in implementing marketing strategy, their impact on a firm’s marketing performance and how they are managed. The course focuses on various types of business relations including, cross functional, business to business, supply chain, value chain, strategic alliances, and distribution channels.

Teaching Staff

Lecturer In Charge: Brenton Price  
brenton.price@mq.edu.au
CONSULTATION TIMES

- Consultation time with tutors: during tutorials or by appointment at Consultation Room at E4B – 104.
- You are encouraged to seek help at a time that is convenient to you from a staff member teaching on this unit during their regular consultation hours. In special circumstances, an appointment may be made outside regular consultation hours. Staff will not conduct any consultations by email. You may, however, phone staff during their consultation hours.
- Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

Students must attend the lecturer plus one of the tutorials:

Lecture_1    Class_01    Fri 11am-1pm    Room E7B T4 - Brenton Price

Tutorial

Class_02    Fri 10am-11am    Room C5A 232 - Brenton Price
Class_05    Fri 1pm-2pm      Room E7B 163 – Brenton Price
Class_06    Fri 2pm-3pm      Room C4A 312 – Brenton Price

- The timetable for classes can be found on the University web site at: [http://www.timetables.mq.edu.au/](http://www.timetables.mq.edu.au/)
- Once the tutorial groups are formed, students cannot change their classes.
- Attendance will be taken in the tutorials.
- **Warning:** You must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction from your group-work contribution.
- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
- Students must be quiet during classes, unless of course when class participation is required.
- Mobile phone must be turned OFF and not simply set to ‘silent’.
- All laptops must be turned OFF in class.
- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.
- All students have to complete two peer assessments, one for the case study presentation and the other on the pitch project.
- The lecturer has the final say in the adjustment of group-work marks taking into account peer assessment ratings.

**Prizes**

- None

**Required and Recommended Texts and/or Materials**

**Prescribed Text**

**Recommended supplementary text are:**

- Bingham, Gomes, Knowles, Business Marketing, McGraw Hill, 3rd edn, 2005

**Technology used and required**

- Students are required to know how to use power point, word processing and blackboard.

**Unit Web Page**

The web page for this unit can be found at: [http://learn.mq.edu.au](http://learn.mq.edu.au)
LEARNING OBJECTIVES AND OUTCOMES

The learning outcomes of this unit are:

- To introduce students to the role and importance of business marketing and its interweaving relations and networks as key determinants of firms’ and nations’ competitiveness
- To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.
- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group

GRADUATE CAPABILITIES

Macquarie University’s stated Graduate Capabilities may be viewed as a mix of cognitive capabilities, and personal, interpersonal, and social capabilities. In addition to the abovementioned learning outcomes, the MKTG205 Business to Business Marketing unit has been designed to develop your skills within the specific graduate capability area of critical, analytical and integrative thinking. We want our graduates to be capable of achieving the following:

A. To be able to reason, question and analyse information
B. To be able to integrate and synthesise learning and knowledge from a range of sources and environments
C. To be able to critique constraints, assumptions, and limitations
D. To be able to think independently and systematically in relation to scholarly activity in the workplace and in the world in general
E. To be able to develop advanced skills in information and technology literacy

This unit contributes to this learning by helping student develop generic skills number 1 to 4 below (italicised).

1. Critical, Analytical and Integrative Thinking
2. Problem Solving and Research Capability
3. Creative and Innovative
4. Effective Communication
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. Commitment to Continuous Learning

TEACHING AND LEARNING STRATEGY

The course consists of 13 lecturers of 2 hours each plus 1 hour tutorial. The teaching and learning process will comprise of lectures, case studies, group exercises, and discussions. Students are expected to participate in class discussion; read in advance
the relevant chapter of the text book; follow current developments in the business sector.

Typically, the class structure will be:

- During **lectures**, theory and concepts will be discussed. We will establish links between theory and your personal experiences during class discussions. Additionally, DVDs will give illustrations of real-world examples.

- During **tutorials**, student groups will present their assigned researched topic and be involved in the class discussion.

- The **lecture notes** will be posted on [http://learn.mq.edu.au/](http://learn.mq.edu.au/). For your own convenience it is recommended to print hardcopies of the respective notes *before* coming to class. The recording (video or tape) of lectures or tutorials is *not permitted*. If you miss a class/tutorial, ask a colleague for their notes.
## MKTG205 - LECTURE / TUTORIAL SCHEDULE
### Semester 2, 2011

<table>
<thead>
<tr>
<th>Day No. Lecture Date</th>
<th>Topic</th>
<th>Readings/ Specific Tasks/ Tutorials</th>
</tr>
</thead>
</table>
| **Week 1, 5 August**  | Introduction to Marketing Strategy  
- Course Assessment  
- Overview Subject Outline | Hutt & Speh  
Business Marketing Management: B2B  
Chapter 1 |
| **Week 2, 12 August** | The Business Market: Perspectives on the Organizational Buyer | Hutt & Speh  
Business Marketing Management: B2B  
Chapter 2  
Form Groups (max 4) for Group Case Study and Tendering Group Project |
| **Week 3, 19 August** | Organizational Buying Behaviour  
The Tendering Process – B2B White Papers | Hutt & Speh  
Chapter 3 |
| **Week 4, 26 August** | Customer Relationship Management Strategies for Business Markets | Hutt & Speh  
Chapter 4  
**Team Tender Interim Report Submission**  
Tutorial: Groups 1-2 Case study  
Presentation and written report |
| **Week 5, Session 8, 2 September** | Segmenting the Business Market and Estimating Segment Demand | Hutt & Speh  
Chapter 5  
Tutorial: Groups 3-4 Case study  
Presentation and written report |
| **Week 6, 9 September** | 1. Business Marketing Planning: Strategic Perspectives  
2. Business Marketing Strategies for Global Markets | Hutt & Speh  
Chapter 6  
Hutt & Speh  
Chapter 7  
Tutorial: Groups 5-6 Case study  
Presentation and written report |
| **Week 7, 16 September** | Business Marketing Communications: Advertising and Sales Promotion | Hutt & Speh  
Chapter 15  
**Mid-Semester Exam to be held in Lecture Class (15%)** |
## Mid Semester Break - Saturday 17 September to Monday 3 October 2011

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
<th>Chapter(s)</th>
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<tbody>
<tr>
<td>Week 8, 7 Oct</td>
<td>1. Managing Products for Business Markets</td>
<td>Hutt &amp; Speh Chapter 8</td>
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<td>2. Pricing Strategy for Business Markets</td>
<td>Hutt &amp; Speh Chapter 14</td>
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<td>Tutorial - Tendering: Discussion</td>
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<tr>
<td>Week 9, 14 Oct</td>
<td>1. Managing Innovation and New Industrial Product Development</td>
<td>Hutt &amp; Speh Chapter 9</td>
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<td></td>
<td>2. Managing Services for Business Markets</td>
<td>Hutt &amp; Speh Chapter 10</td>
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<td>Tutorial - Tendering: Discussion</td>
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<tr>
<td>Week 10, 21 Oct</td>
<td>1. Business Marketing Communications: Managing the Personal Selling Function</td>
<td>Hutt &amp; Speh Chapter 16</td>
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<td></td>
<td>2. Managing Business Marketing Channels</td>
<td>Hutt &amp; Speh Chapter 11</td>
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<td>Tutorial - Tendering Discussion</td>
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<td>Week 11, 28 Oct</td>
<td>Supply Chain Management</td>
<td>Hutt &amp; Speh Chapter 13</td>
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<td><strong>Assessment of Tender Proposal: Group Tender Proposal Presentation for Groups 1-3</strong></td>
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<tr>
<td>Week 12, 4 Nov</td>
<td>E-Commerce Strategies for Business Markets</td>
<td>Hutt &amp; Speh Chapter 12</td>
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<td><strong>Assessment of Tender Proposal: Group Tender Proposal Presentation for Groups 4-6</strong></td>
</tr>
<tr>
<td>Week 13, 11 Nov</td>
<td>Marketing Performance Measurement and Course Review</td>
<td>Hutt &amp; Speh Chapter 17</td>
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<td><strong>Final Group Tender Proposal Report Due Friday 11 November</strong></td>
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</table>
The assigned cases are as follows: Case Studies taken from Hutt and Speh Text

**Group 1**
- Case 1  Columbia Industries, Inc. or
- Case 7  Barro Stickney, Inc.

**Group 2**
- Case 2  Clariant Corporation Marketing or
- Case 8  We’ve Got Rhythm! Medtronic Corporation’s Cardiac Pacemaker Business

**Group 3**
- Case 3  Circuit Board Corporation or
- Case 9  Total Quality Logistics: Sales Force Management

**Group 4**
- Case 4  3M Canada: Industrial Business Division or
- Case 10  Telezoo (A): Feast or Famine?

**Group 5**
- Case 5  FedEx Corp: Structural Transformation through e-Business or
- Case 11  Van Leer Packaging Worldwide: The TOTAL Account (A)

**Group 6**
- Case 6  Clearwater Technologies or
- Case 12  Ethical Dilemmas in Business Marketing
## Relationship Between Assessment and Learning Outcomes

The assessment of the course has the following components:

<table>
<thead>
<tr>
<th></th>
<th>Group Case Study (15%)</th>
<th>Group Tender Project (30%)</th>
<th>Mid-term Quiz (15%)</th>
<th>Final Exam (35%)</th>
<th>Participation (5%)</th>
<th>Total (100%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Description</td>
<td>Each group will present a case study. Presentation is for 15 minutes, followed by 5 minutes of class questions or interactions.</td>
<td>This project is made up of presentation (10%) and write-up (20%). Presentation is for 15 minutes followed by 5 minutes of class questions based on the creative brief to be given in class.</td>
<td>1.5hrs plus 10 minutes reading time Part A: 30x MQC (1 Mark each) Part B: Answer Four (4x) from Six (6x) Short Answer questions. (5 Marks each) TOTAL = 50 Marks (15%)</td>
<td>The duration of the exam is 3 hour plus 10 minutes held during the exam period.</td>
<td>Students are expected to contribute to class discussion and prepare each week for potential questions.</td>
<td></td>
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<tr>
<td>Due date</td>
<td>Refer to schedule. All students must be ready to present in session. All power point presentation slides as well as reports are due to your tutor during tutorial.</td>
<td>Refer to schedule. All students must be ready to present in session. All power point presentation slides as well as reports are due to your tutor during tutorial.</td>
<td>In lecture Week 7</td>
<td>Please check the exam timetable for location and time.</td>
<td>Continuous</td>
<td></td>
</tr>
<tr>
<td>Marking criteria/standards &amp; expectations</td>
<td>Students are expected to (1) answer the questions set for the case study; (2) make the presentation as interesting as possible. Ref “Assessment criteria” on unit website for</td>
<td>The write up is a formal report of the pitch presentation. It allows the group to communicate what was not possible during the pitch. Refer “Assessment criteria” on unit website for more</td>
<td>This is an early-warning test to see if you have been studying.</td>
<td>n/a</td>
<td>This is an ongoing assessment to see if you have been studying.</td>
<td></td>
</tr>
<tr>
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<td>Group Case Study (15%)</td>
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<td>more details.</td>
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<tr>
<td>Submission method</td>
<td>In class to tutor</td>
<td>In class to tutor</td>
<td>In class to tutor</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Feedback</td>
<td>Verbal and written feedback will be given.</td>
<td>Feedback will be given before the final examination.</td>
<td>Feedback will be given after the mid-session break in tutorials &amp; lecture.</td>
<td>n/a</td>
<td>ongoing</td>
<td></td>
</tr>
<tr>
<td>Estimated student workload (hours)</td>
<td>7 hours</td>
<td>30 hours</td>
<td>30 hours</td>
<td>30 hours</td>
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<td>97 hours</td>
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</tbody>
</table>

**Learning outcomes assessed:**

1. Identify and define key terms, concepts, frameworks, models and theories often discussed to in the literature. | 15 | 20 | 55%
2. Understand principles of brainstorming and creativity in order to develop a good communication strategy | 5 | 10 | 15%
3. Gain practical knowledge on how to structure an effective | 5 | | 5%
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</thead>
<tbody>
<tr>
<td><strong>Graduate capabilities assessed:</strong></td>
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</tr>
<tr>
<td>1. Problem Solving &amp; research capability</td>
<td>5</td>
<td>5</td>
<td></td>
<td>5</td>
<td></td>
<td>5%</td>
</tr>
<tr>
<td>2. Creative and innovative</td>
<td>5</td>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
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<tr>
<td>3. Effective communications</td>
<td>5</td>
<td>5</td>
<td></td>
<td></td>
<td></td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td>15%</td>
<td>30%</td>
<td>15%</td>
<td>35%</td>
<td>5%</td>
<td>100%</td>
</tr>
</tbody>
</table>
Students must attend at least 10 of the 12 tutorials – failure to do so will lead to major deduction of group-work contribution.

- Students may only sit for the test once in your enrolled tutorial class. Failure to sit for this test will result in a zero grade. Students will only be given special consideration for non-attendance under exceptional circumstances, supported by documentary proof (e.g., medical certificates).

- Students who failed their mid-term quiz will be counselled as an early warning that they have to work harder.

- Late submissions (up to 24 hours) will be penalised 10% per day of the grade unless a medical certificate is provided.

Examinations

A final examination is included as an assessment task for this unit to provide assurance that:

i) the product belongs to the student and
ii) the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period.

Successful completion of the unit is conditional on a satisfactory assessment in the final exam.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations. 
http://www.timetables.mq.edu.au

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at: 
http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Divisions may wish to signal when the Division’s Supplementaries are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: 
http://www.mq.edu.au/policy/docs/examination/policy.htm
ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:
http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

GRAD

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction
D - Distinction
CR - Credit
P - Pass
F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.
http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate/how_do_i/grade_appeals

SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing
in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

**STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at:

http://www.student.mq.edu.au

**IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.