

Subject Description Form

Subject Code	MM4711
Subject Title	Business to Business Marketing
Credit Value	3
Level	4
Normal Duration	1-semester
Pre-requisite/ Co-requisite/ Exclusion	Pre-requisite: Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent
Role and Purposes	This advance subject aims to enhance students' abilities to analyze sales and marketing activities in a Business environment and achieves a number of BBA Programme Outcomes. It directly addresses the roles and the interactional dynamics of a buyer and a seller in the value-added manufacturing context (Outcome 11 & 12). It also perceives a seller from a problem solver's perspective and how this seller helps improve a buying organization that is internally guided by its product innovation, cost management, and marketing programs and externally influenced by its domestic and global economic environment (Outcome 9 & 13). The seminars, class activities and assignments develop students' abilities in English communication and creative thinking skills (Outcome 1 & 4).
Subject Learning Outcomes	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> (a) Understand the nature and scope of business-to-business market and the differences between consumer marketing and business marketing (BBA Outcomes 8 & 10). (b) Apply buying models and theories to analyze organizational buying behavior; conceptualize the business dynamics in the business market (BBA Outcome 9). (c) Formulate and evaluate higher level marketing strategies (targeting, segmentation, positioning and differentiation) and lower level strategies (product, pricing, channels of distribution and promotions) in different business marketing settings (BBA Outcomes 1, 3 & 6). (d) Propose and evaluate relationship strategies in a business-to-business interactional environment (BBA Outcome 10).
Subject Synopsis/ Indicative Syllabus	<p>Business Marketing Perspective</p> <p>Marketing to different types of business organizations, appreciating the cost and profit context of business and economic environment; explaining the differences between business and consumer marketing.</p> <p>Organizational Buying Behavior</p> <p>Recognizing the strategic goals of purchasing, the procurement procedures, and buying situations in the business, government, and institutional organizations; acknowledging the relationships between strategic purchasing goals, cost drivers, cost reduction program and revenue enhancement.</p>

	<p>Relationship Management</p> <p>Appreciating the relationship spectrum; recognizing the relationship between collaboration and operational linkage; formulating relationship program; searching relationship dimensions; acknowledging the differences between western and Chinese relationship management.</p> <p>Business Market Segmentation</p> <p>Segmenting the business market; supporting segmentation through technology environment and product differentiation; the relationship between segmentation and sales planning.</p> <p>Business Product Mixes</p> <p>Creating product core competence through value chain; Classifying business product; Improving product positioning through quality management.</p> <p>Business Pricing Mixes</p> <p>Perceiving pricing from a cost perspective; deriving target cost management procedures; recognizing the relationship between price, cost and profit.</p> <p>Business Placing Mixes</p> <p>Classifying direct and indirect placing option; delineating the role of direct sales offices, distributors, and manufacturer representatives/agencies; evaluating and managing alternative placing methods.</p> <p>Business Promotion Mixes</p> <p>Recognizing the functions of business promotion; appreciating the role of integrative marketing communications through trade shows, conferences, personal selling, and other below-the line advertising tools.</p>
<p>Teaching/Learning Methodology</p>	<p>Students are encouraged to participate in class discussions for both lectures and seminars. To facilitate students' ability of lateral thinking and to apply theories, case scenarios will be stressed in teaching. Students will form groups, each of which is in charge of presenting two cases with external search of information from internet, newspapers, company annual reports etc. In addition, an individual/group assignment will be used to integrate student's understanding of all taught materials.</p>

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a	b	c	d
	Continuous Assessment	50%				
	1. Class participation	10%	✓	✓		
	2. Group presentation and report	15%	✓	✓	✓	
	3. Individual/ group assignment	25%	✓	✓	✓	✓
	Examination	50%	✓	✓	✓	✓
	Total	100 %				
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in BOTH the Continuous Assessment and Examination components.</p> <p>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes: the various methods are designed to ensure that all students taking this subject –</p> <ul style="list-style-type: none"> ▪ Read all prescribed book chapters prior to every lecture; ▪ Exchange ideas on the issues raised in the lectures/seminars; ▪ Evaluate alternative strategies/approaches in different business situations; ▪ Involve/participate in presentations and express views and comments on how to solve business problems. <p>Feedbacks will be given to students immediately after their presentation. All students are encouraged to give their views.</p>						
Student Study Effort Expected	Class contact:					
	▪ Lectures		26Hrs.			
	▪ Tutorials		13Hrs.			
	Other student study effort:					
	▪ Preparation for presentation & report		48 Hrs.			
	▪ Preparation for assignment/examination		50 Hrs.			
	Total student study effort			137 Hrs.		

Reading List and	Recommended Textbook:
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<p>References</p>	<p>Hutt, Michael D and Speh, Thomas W (2013) <i>Business Marketing Management: B2B</i>, Thomson South Western, 11th International Edition.</p> <p><i>References:</i></p> <p>Dwyer, Robert F and Tanner, John (2008) <i>Business Marketing: Connecting Strategy, Relationships, and Learning</i>, McGraw-Hill/Irwin, 4 edition</p> <p>Leung, T.K.P. (2010) <i>Negotiate on a relationship in China</i>, Lap Lambert Academic Publishing.</p> <p>Zhang, Wenxian and Alon, Ilan (2009) <i>A guide to the top 100 companies in China</i>, World Scientific Publishing Co</p> <p>Various newspapers, magazines, journal articles, company annual reports, and online information will be referenced.</p>
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