

<b>Subject Code</b>	MM582
<b>Subject Title</b>	Business to Business Marketing
<b>Credit Value</b>	3
<b>Level</b>	5
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	Managing Customers and Markets (MM574) or Marketing Management (MM576)
<b>Role and Purposes</b>	<p>This course is to provide students with an understanding of the operations in the business to business market. All discussions will be evolved around the interactional dynamics such as the discussions of business environments, organizational constraints, marketing activities, costs, and profits between a product/service provider (seller) and a product/service receiver (buyer). Management problems within the business market will be systematically synthesised, analysed, and managed.</p> <hr/> <p>This subject contributes to the achievement of the MSc MM Programme Outcome 5 (Develop additional expertise in selected aspects of marketing management, chosen from: E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Research Methods; Brand Management; and Promotion and Advertising).</p>
<b>Subject Learning Outcomes</b>	<p>Upon completion of the subject, students will be able to:</p> <ol style="list-style-type: none"> <li>understand the scope of business market especially the differences between business and consumer market;</li> <li>appreciate management problems such as business environments, organizational constraints, marketing activities, costs and profits that emerge in a business to business organizational context;</li> <li>solve the above problems in a business context;</li> <li>integrate the above in a business plan.</li> </ol>
<b>Subject Synopsis/ Indicative Syllabus</b>	<p><b>Business Marketing Perspective</b> Nature and scope of Business Marketing, similarities and differences between Business and Consumer Marketing, characteristics of Business Marketing.</p> <p><b>Organizational Buying Behaviour</b></p> <ol style="list-style-type: none"> <li>Buyer-seller interactions, buying center concept, buying process, buying situations, buying dynamics, buyer evaluation procedures, relationship management.</li> <li>The influences of environmental, organizational and individual factors on buying behavior.</li> </ol> <p><b>Higher Level Business Marketing Strategies</b></p> <ol style="list-style-type: none"> <li><u>Segmentation and Target Marketing, position and differentiation</u> Basic concepts of segmentation and targeting, bases for business segmentation, selection of segmentation variables, re-segmentation. Identifying position and methods of differentiation.</li> <li><u>Relationship marketing Strategy</u> Relationship marketing theory, evaluation of organizational relationship strength and proposal for appropriate relationship strategy for inter-firm relationships.</li> </ol>

	<p><b>Lower Level Business Marketing Strategies</b></p> <ol style="list-style-type: none"> <li><u>Managing Product Line for Business Markets</u> Levels of products, quality dimensions of product, product/marketing strategies.</li> <li><u>Business Marketing Channels and Logistical Interface</u> Channels members, channel selection and design, channel conflict and management, strategic channel alliances, logistics.</li> <li><u>Managing the Personnel Selling and Other Promotion Functions</u> Selling/marketing interface, sales force management, relationship management.</li> <li><u>Brief Introduction of Pricing Function</u> Determinants of pricing and pricing process.</li> </ol>
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<b>Teaching/Learning Methodology</b>	A combination of lectures and other learning activities which includes case studies, case writing, movie clips, discussions, student presentations and guest speaker in a seminar type.
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<b>Assessment Methods in Alignment with Intended Learning Outcomes</b>	Specific assessment methods/tasks	% weighting	Intended subject learning outcomes to be assessed (Please tick as appropriate)			
			a.	b.	c.	d.
	<b>Continuous Assessment*</b>	<b>50%</b>				
	1. Individual project / homework / quiz / class participation	35%	✓	✓	✓	✓
	2. Group presentation / project	15 %	✓	✓	✓	✓
	<b>Examination</b>	<b>50%</b>	✓	✓	✓	✓
	<b>Total</b>	<b>100 %</b>				
<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 <b>both</b> the Continuous Assessment and Examination components.</p>						
<p><b>Explanation of the appropriateness of the assessment methods in assessing the intended programme learning outcome:</b></p> <p>MSc MM Programme Outcome 5 (Develop additional expertise in selected aspects of marketing management, chosen from: E-Commerce; Marketing Management in China; Marketing Strategy; Services Marketing; Business to Business Marketing; Sales Management; Research Methods; Brand Management; and Promotion and Advertising) is assessed by final subject grade.</p>						
<p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b></p> <ul style="list-style-type: none"> <li>Individual assignment encourages a particular student to apply all materials learnt in a single piece of work.</li> <li>The use of a smaller case with case questions directs students to answer specific issues with a case.</li> </ul>						

	<ul style="list-style-type: none"> <li>• The use of a bigger case without case questions is to motivate students to develop issues and appreciation in the business markets.</li> <li>• Feedbacks will be given to students with marks immediately following the presentations and all students are invited to join this discussion.</li> </ul>	
<b>Student Study Effort Expected</b>	Class contact:	
	▪ Lectures	39 Hrs.
	Other student study effort:	
	▪ Preparation for lectures	39 Hrs.
	▪ Preparation for assignment / group project and presentation / examination	78 Hrs.
	Total student study effort	156 Hrs.
<b>Reading List, References, journals and useful websites</b>	<p><u>Textbook</u> Hutt M.D., &amp; Speh T.W., (newest edition) <i>Business Marketing Management-B2B</i>, Cengage Learning Hong Kong Ltd.</p> <p><u>References</u> Dwyer, Robert F.&amp; Tanner, John F., <i>Business Marketing - Connecting Strategy, Relationships, and Learning</i>, McGraw Hill.</p> <p>Gross, Andrew C., Banting, Peter M., Meredith, Linsay N. &amp; Ford, David I. <i>Business Marketing</i>, Houghton Mifflin.</p> <p>Zhang, W. &amp; Alon, I. (2010). <i>A Guide to the Top 100 Companies in China</i>. World Scientific.</p> <p><u>Journals:</u> Industrial Marketing Management Journal of Business and Industrial Marketing Journal of Business-to-Business Marketing Journal of Personal Selling and Sales Management Harvard Business Review Strategic Management Journal</p> <p><u>Websites:</u> <a href="http://www.b2bmarketing.net">http://www.b2bmarketing.net</a> is a leading international information provider for 250,000 business marketers globally</p> <p><a href="http://www.marketing.org">www.marketing.org</a> is an association for business marketing professionals in marketing communications</p> <p><a href="http://www.socialmediaexaminer.com">http://www.socialmediaexaminer.com</a> is a website to show how to use social media, blogs and podcasts to connect with customers, generate awareness and increase sales.</p> <p><a href="https://www.ted.com/talks?sort=newest&amp;topics%5B%5D=Business">https://www.ted.com/talks?sort=newest&amp;topics%5B%5D=Business</a> is a ted talk for executive to discuss current issues.</p>	