

MKTG 3002 BUSINESS TO BUSINESS MARKETING

Credit Points 10

Legacy Code 200091

Coordinator Neeru Sharma ([https://directory.westernsydney.edu.au/search/name/Neeru Sharma/](https://directory.westernsydney.edu.au/search/name/Neeru%20Sharma/))

Description From 2022 this subject replaced by MKTG 3020 Omnichannel Marketing. Unlike consumer marketing where an individual makes decisions based on their own needs or those of their household, business-to-business (B2B) marketing involves individuals or companies promoting and selling products and/or services to other companies. This subject encompasses all these aspects of B2B marketing including organisational buying behaviour, B2B market research, management of the marketing mix from a B2B perspective, relationship and network marketing, supply chain management and Customer Relationship Management (CRM) strategies, and business marketing strategy.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Check your fees via the Fees (https://www.westernsydney.edu.au/currentstudents/current_students/fees/) page.

Level Undergraduate Level 3 subject

Pre-requisite(s) MKTG 1006

Equivalent Subjects LGYC 0203 - Business-to- Business Marketing
LGYA 9904 - Business-to-Business Marketing

Assumed Knowledge

Basic knowledge of marketing concepts, theories and frameworks.

Learning Outcomes

On successful completion of this subject, students should be able to:

1. Apply the theories and concepts of business-to-business (B2B) marketing.
2. Disseminate practical knowledge of B2B marketing management and its relationship to corporate and business strategy.
3. Implement analytical, interpersonal and decision-making skills appropriate to achieving B2B marketing objectives

Subject Content

- introduction to business to business Marketing
- organisational buying behaviour
- Segmenting The business market and organisational demand analysis
- business Marketing planning: strategic perspective managing products for business markets and innovation
- managing Marketing channels
- managing business Marketing Communications, Advertising, promotion and personal selling
- Formulating and managing pricing strategies for business markets implementing and controlling business Marketing strategies
- Customer relationship management (CRM) strategies and E-commerce strategies for business markets
- Supply chain management

- managing services for business markets

Assessment

The following table summarises the standard assessment tasks for this subject. Please note this is a guide only. Assessment tasks are regularly updated, where there is a difference your Learning Guide takes precedence.

Type	Length	Percent	Threshold	Individual/ Group Task	Mandatory
Essay	1,500 words	35	N	Individual	Y
Intra-session Exam	60 mins (online)	20	N	Individual	Y
Report	2,000 words	45	N	Individual	Y

Prescribed Texts

- Hutt, MD & Speh, TW (latest edition), Business marketing management: B2B, EMEA Edition, Cengage Learning.