

Al-Madinah International University (MEDIU)
MQA-01 Document
Area 2: Curriculum Design and Delivery-Major Subjects

(1) Business to Business Marketing – BMKT3013

1.	Name of Course					Business to Business Marketing				
2.	Course Code					BMKT3013				
3.	Name(s) of academic staff									
4.	Rationale for the inclusion of the course/module in the programme					Major This module deals with Business marketing, which is one of the most important parts that a business needs to address with careful attention and proactive thoughts. The importance of business marketing has increased volcanically, as the advent of Internet and online business has ushered a whole new era in business. In the business market, the customers are organizations (businesses, governments, and institutions) and these customers represent a huge market opportunity. The purpose of this course is to introduce students to business-to-business marketing by identifying the distinctive characteristics of the business market, exploring the way in which organizations make buying decisions, and isolating the requirements for marketing strategy success.				
5.	Semester and Year offered					1/2				
6.	Total Student Learning Time (SLT)		Face to Face				Total Guided and Independent Learning			
	L = Lecture T = Tutorial P = Practical O= Others		L	T	P	O	Independent study=70 hours			
			4	1			Total =126			
			2	4						
7.	Credit Value					3				
8.	Prerequisite (if any)					Principles of Marketing				
9.	Objectives: <ul style="list-style-type: none">• To appreciate the Industrial Marketing perspective• To develop an understanding of the Industrial decision process• To be aware of the societal influences on Industrial decision making• To recognize situational and environmental factors which influence Industrial decision making									

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10.	<p>Learning outcomes:</p> <p>At the completion of the subject, students should be able to perform the following tasks:</p> <ul style="list-style-type: none">• Understand the nature of business / organizational markets• Understand the differences in concepts of marketing to business (B2B) and to individual consumer (B2C)• Understand the concepts of Industrial Buying Behavior• Understand the basics of Online B2B Markets / Exchanges• Ability to Identify Business Models used by B2B Marketplaces
11.	<p>Transferable Skills:</p> <ul style="list-style-type: none">• To enhance the student's ability in applying demand analysis and segmentation techniques in the business market.• To develop the student's ability for managing the firm's marketing efforts directed to the business market• Provide a framework for understanding business marketing strategy development and, thereby, provide the student with decision-making capabilities in the field.
12.	<p>Teaching-learning and assessment strategy</p> <p>A variety of teaching and learning strategies are used throughout the course, including:</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions• Case Studies• Student-Lecturer discussion• Collaborative and co-operative learning• Workshops and Training Seminars• Independent study <p>Assessment strategies include the following:</p> <ul style="list-style-type: none">• Ongoing quizzes• Midterm tests• Performance Assessment (Participation, project, Assigned exercises)• Case Presentations

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13.	<p>Synopsis:</p> <p>Business to Business marketing consists of all activities involved in the marketing of products & services to organizations, (i.e. commercial enterprises, profit & not for profit government agencies & resellers) that use products and services in the production of consumer or industrial goods & services & to facilitate the operation of their enterprises Viewed from the perspective of marketing, Business to Business marketing is, then, human activity directed towards satisfying wants & needs of organizations through the exchange process.</p> <p>The marketing concept holds, that the key task of the organization is to define the needs of a target market and adapt the organization's product or service to satisfy those needs more effectively than its competitors. While the nature of the market differs, the marketing concept is applicable & important in both industrial & consumer markets.</p>																			
14.	<p>Mode of Delivery: Face to Face</p> <ul style="list-style-type: none">• Lecture sessions• Tutorial sessions																			
15.	<p>Assessment Methods and Types:</p> <p>The assessment for this course will be based on the following:</p> <table><tr><td>Coursework</td><td>50%</td></tr><tr><td>Quizzes</td><td>10%</td></tr><tr><td>Assignments</td><td>10%</td></tr><tr><td>Project</td><td>10%</td></tr><tr><td>Mid-Semester Exam</td><td>20%</td></tr><tr><td>Final Examination</td><td>50%.</td></tr><tr><td>Total</td><td>100%</td></tr></table>						Coursework	50%	Quizzes	10%	Assignments	10%	Project	10%	Mid-Semester Exam	20%	Final Examination	50%.	Total	100%
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Final Examination	50%.																			
Total	100%																			
16.	<p>Mapping of the course/module to the Programme Aims</p> <p>The individual course is mapped to the programme aims using a scale of one to five where (One being the least relevant/related and five being the most relevant/ related).</p> <table><tr><td>A1</td><td>A2</td><td>A3</td><td>A4</td><td>A5</td><td>A6</td></tr><tr><td>4</td><td>3</td><td>4</td><td>3</td><td>4</td><td>3</td></tr></table>						A1	A2	A3	A4	A5	A6	4	3	4	3	4	3		
A1	A2	A3	A4	A5	A6															
4	3	4	3	4	3															

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17.	Mapping of the course/module to the Programme Learning Outcomes The learning outcomes of this course are mapped to the eight MQF domains using a scale of one to five where (one being the least relevant/related and five being the most relevant/ related).											
	LO1	LO2	LO3	LO4	LO5	LO6	LO7	LO8	LO9	LO10	LO11	LO12
	3	4	4	2	2	2	2	2	2	2	2	4
18.	Content outline of the course/module and the SLT per topic											
	WEEK	Details						SLT				
								L	T	Indep.	Total	
	WEEK 1	Introduction to Business Marketing Perspective <ul style="list-style-type: none"> • Business Marketing • Business Marketing Management • Cross-functional relationships • Characteristics of Business Markets • Contrast of Business and Consumer Marketing • Business Market Customers • Classifying Goods for the Business Market • Business Marketing Strategy 						3	1	5	9	
	WEEK 2	The Business Market: Perspectives on the Organizational Buyer <ul style="list-style-type: none"> • Introduction to Commercial enterprises, government units, institutions • Characteristics of Commercial Enterprises • Characteristics of Government buying • Characteristics of the Institutional Market • Dealing with diversity: A market-centered organization Organizational Buying Behavior <ul style="list-style-type: none"> • Model of the organizational buying process • Forces Shaping Organizational Buying Behavior • Major Elements of the Organizational Buying Process 						3	1	5	9	

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	WEEK 3	Customer Relationship Management Strategies for Business Markets <ul style="list-style-type: none"> Relationship Marketing Buyer-Seller Connectors Managing Buyer-Seller Relationships Customer Relationship Management Gaining a customer relationship advantage 	3	1	5	9
	WEEK 4	E-Commerce Strategies for Business Markets <ul style="list-style-type: none"> Defining E-Commerce Key Elements Supporting E-Commerce The Strategic Role of E-Commerce Crafting an E-Commerce Strategy Internet Strategy Implementation 	3	1	5	9
	WEEK 5	Segmenting the Business Market <ul style="list-style-type: none"> Business Market Segmentation Requirements and benefits Bases for Segmenting Organizational Markets Model for Segmenting the Organizational Market Implementing a Segmentation Strategy 	3	1	5	9
	WEEK 6	Business Marketing Planning: Strategic Perspectives <ul style="list-style-type: none"> Market-driven organizations The Components of a Business Model Marketing's Strategic Role Creating Strategy in High-Technology Industries Marketing's Cross-Functional Relationships The Business Marketing Planning Process 	3	1	5	9
	WEEK 7	Business Marketing Strategies For Global Markets <ul style="list-style-type: none"> Drivers of Globalization International Market-Entry Options General Framework for Global Strategy 	3	1	5	9

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	WEEK 8	Managing Products for Business Markets <ul style="list-style-type: none"> Managing Products for Business Markets Product quality Product Policy Planning Industrial Product Strategy Managing Products in High-technology Markets 	3	1	5	9
	WEEK 9	Managing Innovation and New Industrial Product Development <ul style="list-style-type: none"> The Management of Innovation Managing Technology The New Product Development Process Determinants of new product performance and timeliness 	3	1	5	9
	WEEK 10	Managing Services for Business Markets <ul style="list-style-type: none"> Business Services: Role and Importance Service quality Marketing Mix for Business Services Developing New Services 	3	1	5	9
	WEEK 11	Managing Business Marketing Channels <ul style="list-style-type: none"> The Business Marketing Channel Participants in the Business Marketing Channel Channel Design Channel Administration International Business Marketing Channels 	3	1	5	9
	WEEK 12	Managing the Industrial Pricing Function <ul style="list-style-type: none"> The Meaning of Price in Business Markets The Industrial Pricing Process Pricing Across the Product Life Cycle Responding to Price Attacks by Competitors Competitive Bidding 	3	1	5	9

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	WEEK 13	Business Marketing Communications & Managing the Personal Selling Function <ul style="list-style-type: none"> • The Role of Advertising • Managing Business-to-Business Advertising • The Power of Internet Marketing Communications • Measuring Advertising Effectiveness • Managing Trade Show Strategy • Foundations of Personal Selling: An Organizational Customer Focus • Managing the Sales Force • Models for Industrial Sales Force Management 	3	1	5	9
	WEEK 14	Organizational Demand Analysis <ul style="list-style-type: none"> • Using the Internet for business marketing research • Determining Market and Sales Potentials • The Essential Dimensions of Sales Forecasting • Forecasting Method 	3	1	5	9
		Total	4 2	1 4	7 0	12 6
19.	Main references supporting the course: Michael D. Hutt & Thomas W. Speh (10 th Edition), <i>Business Marketing Management</i> , Cengage Learning Inc. Additional references supporting the course: 1. Dwyer, Robert F. and Tanner, John F. (Latest Edition), <i>Business Marketing – Connecting Strategy, Relationships and Learning</i> , , McGraw Hill, Singapore. 2. Larreche, Jean Claude and Weinstein, David, <i>Industrat - TM: The strategic Industrial Marketing Simulation</i> , - Prentice Hall Business Publishing. 3. Briety, E.G, Eckles R.W., and Reeder, R.R. <i>B2B Marketing</i> , Prentice Hall Business Publishing. 4. Fredrick E Webster, <i>Industrial Marketing Strategy</i> , Prentice Hall, Engelwoods Cliffs					
20.	Other additional information All related subject materials will be available to the students during the period of the course					