



BUSINESS SCHOOL
Te Kura Pakihi

Department of Marketing Te Mātauranga Tokoka

SEMESTER TWO 2023

MART328 Business to Business Marketing

Paper Description and Aims

Business-to-business marketing studies the structure, development processes and management of inter-company business interaction. In interaction suppliers aim to understand customers' needs to create and deliver value with and to them. The goal of the course is to provide students with a state-of-the-art view of business marketing theory and practice. This course views interaction as relationship builders. At the end of the semester, students will have developed the skills to understand the structure and development processes of business relationships and plan for its successful management. The course covers the most relevant topics in the business marketing area from a network perspective.

Semester Two

0.15 EFTS

18 points

Prerequisites: Two of (MART 201, MART 202, MART 203) or two of (MART 201, MART210, MART211, MART212)

Teaching Staff

Paper Coordinator and Lecturer

Name: Associate Professor Sergio Biggemann

Office: OBS 4.33

Email: sergio.biggemann@otago.ac.nz

Office Hours: Tuesday 2:00 – 4:00 pm

You should contact Sergio with any administrative enquiries about the paper, e.g. tutorial changes, or requests for late submission of assignments.

Expectations for Staff Response Time to Email Enquiries – 9am to 5pm, Monday to Friday, email response will generally be within 48 hours. Please be aware that staff are not available to respond to emails between 5pm Friday and 9am Monday.

Paper Delivery

Lecture Day/Time: **Monday 10:00 – 10:50am and Wednesday 11:00 – 11:50am**

Room: Please refer to eVision timetable

Tutorials and/or Labs Day/Time: Please refer to eVision timetable

Students must attend two 50 minute lectures each week and one 50 minute tutorial when scheduled.

Lectures present the key conceptual material through discussion and interaction between teaching staff and students. Some sessions will be covered by guest speakers who will be announced when the guest speaker confirms. Lectures are supported by readings, which students are encouraged to read before the lecture.

Tutorials are interactive, collaborative sessions in which students attempt to cement concepts presented at lectures with their peers in a supportive environment.

Tutorials begin in the 3rd week of semester. You will be allocated to a tutorial, and this will be available in eVision.

Calendar The calendar (in this outline) details scheduling information. Note that this calendar may change as the paper proceeds. Any changes will be announced at lectures and be detailed on Blackboard.

Students are expected to prepare for and attend all classes to gain full benefit from the course

These activities should be prepared for by reviewing information detailed on Blackboard and completing any assigned readings. Students unable to attend a lecture are expected to catch up on missed material. Unless stated otherwise, all aspects of the course are examinable.

Expectations and Workload

MART328 is an 18-point paper. As a general guide, 1 point represents study in formal instruction or independent study for 10 hours, made up of a combination of lectures, laboratories, tutorials assignments and readings. As a result, you should anticipate spending approximately 180 hours on this subject over the duration of the semester.

Textbook Information

- Fotiadis T, Lindgreen A, Siomkos GJ, Öberg C, Folinas D (2022). Industrial Marketing. Sage.
- Brennan, Ross; Canning, Louise; McDowell, Raymond (2020). Business-to-business marketing, 5th Ed. Sage.
- Hutt, Michael D., Speh, Thomas W., Hoffman, K. Douglas (2024). Business Marketing Management: B2B. 13th Ed. Cengage.(*)

(*) This book is of recent publication and will only be available at the library within the next few weeks. Meanwhile, if I use any materials of this book I will provide copy of the relevant contents.

Other relevant readings will be available either in class or on Blackboard. Students are also encouraged to review discipline journals such as Industrial Marketing Management (IMM), the Journal of Business Research (JBR), and the Journal of Business and Industrial Marketing (JBIM) to augment their understanding of the topic.

Calendar

Week	Session	Topic	Reading
1	Monday 10 th July	Introduction to Business Markets	Brennan et al Ch1
	Wednesday 12 th July	Business Markets vs Consumer Markets	Fotiadis et al Ch1
2	Monday 17 th July	Guest Speaker: Sarah Ramsay, CEO United Machinists	
	Wednesday 19 th July	Business Markets Characteristics	Fotiadis et al Ch2
3	Monday 24 th July	Organisational Buying Behaviour	Brennan et al Ch2
	Wednesday 26 th July	Buying Processes	Fotiadis Ch4
4	Monday 31 st July	Interfirm Relationships and Networks	Brennan et al Ch3
	Wednesday 2 nd August	Supply Chain Networks	Fotiadis et al Ch3
5	Monday 7 th August	Structure of Business Relationships	TBA
	Wednesday 9 th August	Dynamics of Business Relationships	TBA
6	Monday 14 th August	Guest Speaker: Rebecca Twemlow, Chief Commander Firebrand	
	Wednesday 16 th August	Business Markets Strategy	Brennan et al Ch4
7	Monday 21 st August	Business Markets Segmentation	Brennan et al Ch6
	Wednesday 23 rd August	Case Illustration	TBA
28 August to 1 September - Mid Semester Break			
8	Monday 4 th September	Business Marketing Mix Product	Fotiadis et al Ch9
	Wednesday 6 th September	Business Marketing Mix Price	Fotiadis et al Ch8
9	Monday 11 th September	Business Marketing Mix Place	Fotiadis et al Ch7
	Wednesday 13 th September	Business Marketing Mix Promotion	Fotiadis et al Ch7
10	Monday 18 th September	Sustainability in Business Markets	Brennan et al Ch4
	Wednesday 20 th September	Digital Business Marketing	TBA
11	Monday 25 th September	New Technologies in Business Marketing	TBA
	Wednesday 27 th September	Case Illustration	TBA
12	Monday 2 nd October	Groups Presentations	
	Wednesday 4 th October	Groups Presentations	
13	Monday 9 th October	Course Wrap-Up	

	Wednesday 11 th October	Course Wrap-Up	
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*** First week of Semester 2 is ACADEMIC WEEK 28**

Lectures end Friday 13 Oct

University Exam Period Second Semester Begins Wednesday 18 October

Ends Wednesday Saturday 11 November

Assessment

All material presented is examinable (except where stated otherwise) by assignments and the final examination. All-important assessment information such as due dates and times, content, guidelines and so on will be discussed at lectures and, where appropriate, detailed on Blackboard. *Students are responsible for ensuring that they are aware of this information, keeping track of their own progress, and catching up on any missed classes.*

Assessment	Due date	% of final grade	Requirements to pass this paper
Individual Assignment	Wednesday 23 rd August	25%	
Group Assignment Presentation	Monday 2 nd October	15%	
Group Assignment Report	Monday 9 th October	20%	
Final Exam	TBA	40%	Students must achieve at least 50% in the final exam and 50% overall to pass the course

Paper Requirements

Students must achieve at least 50% in the final exam and 50% overall to pass the course.

Assessment Format

Detailed instructions of both group and individual assignment will be provided at the beginning of the semester.

Referencing Style

For this paper the referencing style is *APA*. Style guides are available on the University Library website: <https://www.otago.ac.nz/library/referencing/index.html>

Late Assignments

The standard late penalty shall be 5% of the maximum mark per day late or part thereof.

For example, assignments received up to 24 hours after the deadline will have 5% deducted from the available grade for the piece of assessment (i.e. a 78% becomes a 73%). Assignments received between 24 - 48 hours after the deadline will have 10% marks deducted from the available grade (i.e 78% becomes 68%). An additional 5% penalty will be applied for every day late. Assignments submitted after seven days of the deadline, or after feedback is returned if this is less than seven days, will not be marked.

All penalty timeframes are inclusive of weekends, public holidays and university semester breaks and closure times.

Group Work

If your group is experiencing difficulties, please refer to the *Department of Marketing Student Guide*, which is available under the paper information tab on Blackboard.

Learning Outcomes

Learning Outcome	Group Assignment	Individual Assignment	Final Exam	Total
Have gained basic working knowledge of the processes involved in understanding, creating, and delivering value to customers	✓		✓	✓
Be able to apply relationship thinking in developing and implementing a firm's marketing strategy		✓	✓	✓
Align product innovation, pricing and channel management strategies within a number of differing business contexts	✓		✓	✓
Understand the network setting of organisations and its effects on collaboration and value creation	✓	✓	✓	✓
Understand the dynamics of business relationships		✓	✓	✓
Total	35	25	40	100

Academic Integrity

Academic integrity means being honest in your studying and assessments. It is the basis for ethical decision-making and behaviour in an academic context. Academic integrity is informed by the values of honesty, trust, responsibility, fairness, respect and courage. Students are expected to be aware of, and act in accordance with, the University's Academic Integrity Policy.

Academic Misconduct, such as plagiarism or cheating, is a breach of Academic Integrity and is taken very seriously by the University. Types of misconduct include plagiarism, copying, unauthorised collaboration, submitting work written by someone else (including from a file sharing website, text generation software, or purchased work) taking unauthorised material into a test or exam, impersonation, and assisting someone else's misconduct. A more extensive list of the types of academic misconduct and associated processes and penalties is available in the University's Student Academic Misconduct Procedures.

It is your responsibility to be aware of and use acceptable academic practices when completing your assessments. To access the information in the Academic Integrity Policy and learn more, please visit the University's Academic Integrity website at www.otago.ac.nz/study/academicintegrity, or ask at the Student Learning Centre (HEDC) or the Library, or seek advice from your paper co-ordinator.

For further information:

Academic Integrity Policy

<http://www.otago.ac.nz/administration/policies/otago116838.html>

Student Academic Misconduct Procedures

<http://www.otago.ac.nz/administration/policies/otago116850.html>

Turnitin on Blackboard

Turnitin is a text-matching software tool which reports matches between sections of student work submitted to it, and other material to which Turnitin has access (i.e. material available via the internet, and content of other student assignments which have previously been submitted to Turnitin). Turnitin is also often referred to as a plagiarism detection tool. All assignments submitted electronically through Blackboard are uploaded via Turnitin, and the report is available to the marker. You may be able to check your draft assignment via Turnitin before you submit your final assignment. Full instructions and guidance for the use of Turnitin can be found at: <https://help.otago.ac.nz/blackboard/assessing-your-students/turnitin/turnitin-for-students/>

Concerns about the Paper

We hope you will feel comfortable coming to talk to us if you have a concern about the paper. The Paper Co-ordinator will be happy to discuss any concerns you may have. Alternatively, you can report your concerns to the Class Representative who will follow up with departmental staff. If, after making approaches via these channels, you do not feel that your concerns have been addressed, there are University channels that may aid resolution. For further advice or more information on these, contact the Departmental Administrator or Head of Department.

Disclaimer

While every effort is made to ensure that the information contained in this document is accurate, it is subject to change. Changes will be notified in class and via Blackboard. Students are encouraged to check Blackboard regularly. It is the student's responsibility to be informed.