

Module Outline

Module Code : MKT3416/MKT3715
Module Title : Business-to-Business Marketing
Semester : Semester I, AY2021/2022
Faculty : Mr Tham Soon Keong (SK Tham)
Email : bizskt@nus.edu.sg
URL : <https://bschool.nus.edu.sg/marketing/faculty/>
Telephone : [Click here to enter text](#)

Overview

What is the real world of B2B marketing? Whether or not you will work in big organizations or for your own businesses in the future, one surely will have to work with a B2B company at some point in your journey. Thus, it is vital that one understands B2B marketing thoroughly, as well as its key distinctions from B2C marketing.

Modules will not only cover the basic nature of B2B, but will also go beyond textbooks and delve into the real business world. From how to conduct B2B businesses in different Asian cultures and countries to hidden rules in marketing, many insights and tips that will not be found elsewhere will be shared. Additionally, this module will offer tips on how to do *self-marketing* in future careers, which will allow one to thrive in future jobs by letting strengths and capabilities shine and be noticed.

Module Objectives

1. To understand the distinction between B2B and B2C marketing and the differences of B2B marketing in different Asian cultures and countries.
2. To share the hidden rules in B2B marketing and the integrity challenges.
3. To gain an insight to B2B organization restructuring and how to do self-networking and marketing.

General Guide & Reading

To be provided at later stage

Assessment

| Assessment Components | Weightage |
|---------------------------|-----------|
| 1 Test | 30% |
| 1 Case Study Presentation | 30% |
| 1 Exercise | 20% |
| Class Participation | 20% |

Test:

Total of 30 questions (closed book), Student will only need to answer any 25 of their choice. Each question is one mark, thus the remaining 5 marks will be split between any 5 of the questions that the student has answered with an explanation and good understanding, being awarded an extra mark each.

Case Study Presentation:

10 Slides (25 minutes of presentation + 5 minutes of Q&A) of presentation by each group. Case study to be participated by all the members in each group. Free-riding is not tolerated and grades may be adjusted should there be peer evaluation.

Exercise:

A submission of 6 slides by each team of 2 members. Details of exercise will be shared during the class.

Academic Honesty & Plagiarism

Academic integrity and honesty is essential for the pursuit and acquisition of knowledge. The University and School expect every student to uphold academic integrity & honesty at all times. Academic dishonesty is any misrepresentation with the intent to deceive, or failure to acknowledge the source, or falsification of information, or inaccuracy of statements, or cheating at examinations/tests, or inappropriate use of resources.

Plagiarism is “the practice of taking someone else’s work or ideas and passing them off as one’ own” (The New Oxford Dictionary of English). The University and School will not condone plagiarism. Students should adopt this rule - You have the obligation to make clear to the assessor which is your own work, and which is the work of others. Otherwise, your assessor is entitled to assume that everything being presented for assessment is being presented as entirely your own work. This is a minimum standard. In case of any doubt, you should consult your instructor.

Additional guidance is available at:

- <http://www.nus.edu.sg/registrar/administrative-policies-procedures/acceptance-record#NUSCodeofStudentConduct>
- <http://nus.edu.sg/osa/resources/code-of-student-conduct>

About me

SK Tham has more than 27 years of experience in B2B business. He has held a variety of business roles throughout his career, spanning sales, marketing, supply chain, new business development and business operations in several industries.

SK started his career in Malaysia and had moved to China before he settled down in Singapore. SK has an MBA from University of Putra Malaysia.

Schedule and Outline

| Lesson | Topic/Chapter | Activity (preparation/cases & assignments/ follow-up readings & resources) |
|--------------------|--|---|
| 1 | What to make of B2B marketing? PART 1: How is it different from B2C | Breaking the ice and lectures |
| 2 | What to make of marketing in B2B? Part 2: Organization and Marketing Strategy | Lectures and Flex up/down Games |
| 3 | Eye-to-eye, Brain-to-brain: Customer, customer and customer! | Lectures, mini case and customer segmentation games |
| 4 | Introduction of Exercise Visualising the value proposition | Lectures and “value” exercise |
| 5 | Problem of selling: Salesforce Effectiveness and Value Selling | Lectures and “Deploy our salesforce activity” |
| 6 | “Real, Win, Worth”: Product and Portfolio Management Introduction of Business Case | Lectures, “manage the opportunities activity” and case introduction |
| RECESS WEEK | | |
| 7 | Myths of B2B pricing Exercise Debrief | Lectures, activities and exercise debrief |
| 8 | Ahead of the game: How to beat the competition | Lectures and competition games |
| 9 | Rethinking the distribution | Lectures, mini case and debate |
| 10 | Case Presentation | Case Presentation |
| 11 | Hidden Rules: Fraud, Corruption and Bribery for B2B in Asia | Lectures and Guest Speaker |
| 12 | Know why and know how: The influence of local Asian cultural identities in B2B | Lectures and activity |
| 13 | What’s your story? How do you market yourself | Lectures and final Test |