

Course Outline

Course Code	: MKT3715
Course Title	: Business-to-Business Marketing
Semester	: Semester 1, AY 2024/2025
Faculty	: Ms Elizabeth Xie
Department	: Marketing
Email	: bizxliz@nus.edu.sg
URL	: https://bschool.nus.edu.sg/marketing/faculty/

Overview

Most economic activities revolve around business organizations, and most of us will likely work with a business-to-business (B2B) organization at some point in time.

In this course, we will explore the various challenges faced by business organizations as well as the intricacies of the B2B market and how to best address them from a marketing perspective – as well as how B2B marketing has evolved in recent years with digitalization. This course provides a managerial introduction to the strategic and tactical aspects of business marketing decisions and marketing channel strategy.

Through real-world examples, we shall demystify the world of B2B marketing by delving into theories and concepts, and the business rationale behind certain practices. To supplement the in-class lectures and discussions, we shall have case discussions, group activities to apply the theories and concepts, and industry guest speakers to share their experiences.

Course Objectives

By the end of the course, students will be able to:

1. Identify the key differences between business-to-businesses and consumers marketing.
2. Explain how organizations make purchasing decisions, and what value means to organizations.
3. Examine the various B2B go-to-market strategies and distribution management strategies.
4. Recognize the importance of demand generation and pipeline management, as well as the role of personal selling and relationship.
5. Formulate a B2B marketing strategy by applying concepts, techniques and strategies.

Recommended Resources

No textbook required. Reading resources to be advised.

Assessment

Assessment Components	Weightage
Class Participation	20%
Individual Assignment	30%
Mini Group Project - Presentation	10%
Group Project – Report & Presentation	40%

Class Participation

To enhance learning and application of concepts to real world business situations, students are strongly encouraged to participate actively in the in-class activities, and share their ideas and opinions. To encourage participation, I may randomly call on students to volunteer your point of view about the discussion topics.

Individual Assignment

You will submit a video recording based on a business-to-business topic.

Mini Group Presentation

Each team (5-6 members) will interview a person who is involved with procurement for their organization and get insights on how B2B purchase decisions are done.

Group Project

The project is designed for you to gain experience by applying what you have learned in the course to a real-life company.

Your team of 5-6 members will assume the role of a consultant for a real-life company looking to expand their B2B foothold in the Singapore market. You shall review their existing B2B marketing strategy and put forth recommendations that can help them grow in the business market space.

Inclusive Policy Statement

Students in this class are encouraged to speak up and participate actively - to help co-create the course. This class will represent a diversity of individual beliefs, backgrounds, and experiences, and every member of this class must show respect for every other member of this class. It is important for us to create a safe and positive learning environment together, where diverse perspectives can be expressed openly and confidently that will be truly meaningful and enriching for one another's learning.

If you ever feel the need for extra assistance or accommodations, don't hesitate to reach out to me as early as possible in the course. We will treat any confidential information shared with the utmost discretion. Inclusion is an ongoing process; and we welcome your feedback on how we can improve the inclusivity of the course.

Resource: [Students – NUS Health & Wellbeing](#)

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’s 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>

Schedule and Outline

Lesson/ Week	Topic	Activity
1	Laying the Foundation: Contrasting Business and Consumer Marketing	
2	From the Buyer's Lens: Understanding an Organization's Buying Journey	Class Activity: The buyer's journey
3	Finding a Profitable Sweet Spot: Business Market Segmentation	Class Activity: Segmentation Exercise
4	What does Value Mean: Developing Compelling B2B Product	Class Activity: Finding Value Case Discussion
5	Building Business Channel: Distribution Strategy for Success	Game: Best Pitch to Win the Bid #1 Case Discussion
6		Mini Group Presentation
	Term Break	
7	Pricing Strategy: Pricing Process and Negotiation for Value	Group Challenge #1 Individual Assignment 1 Due: 2 Oct (Wed) 6pm in Canvas
8	Building B2B Market Demand: Brand Awareness and Preference, and Prospecting Customers	Group Project Proposal Due: 9 Oct (Wed) 6pm in Canvas
9	Customer Experience (CX): Managing Services for Business Market	Game: Best Pitch to Win the Bid #2
10	Selling to Business Customers: Role of Personal Selling	Group Challenge #2 Guest speaker #1
11	Selling to Business Customers: Role of Personal Selling II	Case Discussion Guest Speaker #2
12	Putting Everything Together: Uniquely B2B	Final Group Project Consultation Group Project Report & Slides Due: 8 Nov (Fri) 6pm in Canvas
13		Group Project Presentation