

**The University of New South Wales
School of Marketing**

Business-to-Business Marketing (MARK5957)
(Pre-requisites: MARK5930 and 5932)

Session 2, 2002

Subject Co-ordinator: Professor Paul G. Patterson, PhD. **Phone:** 9385-1105

Office: 3rd Floor, John Goodsell Building, Office 302

Class times: Wed 6 - 9 pm,

Venue: Law 1042

Office hours: Tuesday 3 –4 pm; Wed 3.00 - 4.00 pm or by appointment.

Note: This is an advanced Marketing subject.

Subject Objectives

1. To highlight how *business-to-business* marketing differs from consumer marketing.
2. To provide a framework for understanding and analysing organisational buying behaviour in all sectors of the business market.
3. To provide a framework for understanding business-to-business marketing strategy development, and thereby provide students with decision-making capabilities in the field.
4. To present a managerial rather than a descriptive treatment of business-to-business marketing management.

Required Text

Hutt, M.D. and T.W. Spoh (2001), *Business Marketing Management: A Strategic View of Industrial and Organizational Markets*. 7th ed., Orlando, FL: Dryden Press.

Plus

Study Kit.

Teaching Method

In general, the class will be taught using the lecture/discussion style. Several guest speakers will also be used. Students should be prepared to participate in class discussion and are encouraged to raise questions regarding any problems with assigned readings.

Assessment

	%
• Assignment #1	10
• Class exercises (case study Critique plus participation)	10
• Assignment (#2)	20
• Final Exam	<u>60</u>
	<u>100</u>

Assessment Details

- **Assignment #1 (10%)**

Case Study Presentation.

You are to make an in-class presentation of a case study (as part of a group 4 or 5 students – the group composition will be nominated by Dr Patterson). No writing is required - merely the presentation. You will however be expected to supply me, immediately prior to the presentation, with copies of all handouts/overheads for evaluation. All team members MUST participate in the presentation. Each team should supply the class with a hard copy of their presentation (6 slides per page).

Presentation Time: 30-35 minutes, with 15 minutes for questions. The criteria on which you will be evaluated are shown on the following page.

Weeks 1-2: **No tutorials - No case Presentations**

Week 3: Discussion of readings set for weeks 2 and 3.

Week 4: (Team 1) **Southwestern Ohio Steel** case p.511.

Week 5: (Team 2) **Pfizer Inc Animal Health Products** p518. Qns 1-5 at end of case.

Week 6: (Team 3) **Wind Technology** p615 With a view to the medium term, what should Kevin do? Why?

Week 7: (Team 4) **Ohmeda Monitoring Systems** case p.642. Q1. What are the 4 key issue sin the case? Q2. What should Ohmeda do with Finapres ? Q3. If Ohmeda goes ahead with improvements to Franapres, what should their strategy be? Q4. What recommendations would you make to Joe pepper?

Week 8: (Team 5) **BWI Cartridge Pak** case p.658 Q1 Evaluate the flexible packaging market segment using Porters 5 Forces model. Q2 Evaluate the relative strength of the six major competitors Q3 On the basis of your answer to Q2, evaluate KP versus prospective

competitors in the VFFS market using criteria in Table 3 Q4 Which option should KP do now?

Week 9: (Team 6) **Austrade Bangkok** – case & questions to handed out in class.

Week 11: (Team 7) **To Stay or Not To Stay: Indonesian Dilemma** Answer Qns 1-4 (attached).

Week 12: (Team 8) **Pricing a new technology for marketing to land-based industries** (attached).

Week 14: (Team 9) **Augustine Medical** case p.631. Q1 Develop a pricing strategy and recommended prices for (a) BH patient warming system, (b) heater blower unit, (c) blankets, Q2 Show the profit impact of your decisions.

Class participation in case discussions.

Each week a group of students will be nominated to act as '*a board of directors*' to whom the case presentation teams will direct their arguments and answers to case questions.

Those students nominated as being on the 'board of directors' for that week will be expected to have read the case in detail and have some penetrating questions. This does not of course preclude others in the class from participating (and indeed they are expected to do so). Your performance as 'board members' will be worth a maximum 5 marks and count towards your overall class participation mark.

Finally you are (as a team) to hand in a 2 – 2 1/2 page written summary of the case answers (use bullet points where you can) and a copy of your questions.

CASE PRESENTATION EVALUATION

- | | | |
|----|---|----------|
| 1. | Identification of Case Issues | 1.....1 |
| | | *Case |
| | issues accurately and completely identified? | |
| | *Relative importance of issues described? | |
| | *Adequate background information provided? | |
| 2. | Case Issues Effectively Addressed | 1.....10 |
| | Using Appropriate Concepts/Frameworks | |
| | *Business-to-business marketing concepts integrated with case analysis | |
| | *Options for resolving the case issues identified ? | |
| | *Rationale provided for choosing an option(s)? or | |
| | *Appropriate external material presented ? | |
| 3. | Presentation | 1.....10 |
| | *Well-organised and presented? | |
| | *Appropriate and effective use of exhibits and visual aids? | |
| | *Convincing and interesting? | |
| 4. | Audience Involvement | 1.....10 |
| | *Effectively encouraged audience involvement? | |
| | *Presentation tailored to target audience? | |
| 5. | Creativity | 1.....10 |
| | *Creativity, insight and imagination shown in arriving at case solutions. | |

CASE: _____

TEAM: _____ MARK _____

- **Assignment # 2 (20%)**

Written Case Study (to be assigned in groups of 2 students)

Due date: in class on Week 13

Case: TBA

Your case study report should be typed, 1.5 spaced, with 2.5cm margins. In addition, there should be no more than 12-15 pages of text. This limit includes any tables, diagrams or references. As in all business reports, appropriate section headings are required. You must have a cover sheet, table of contents and a brief (1/2 page) executive summary - (these sections are not be included as part of the page limit). Numbering of the pages is essential, and any references must be properly reported (as part of the page limit).

Overall, your report must be professional and “user friendly”. If it isn’t, it is unlikely to be acted upon in the business world!!

- **Class exercises & general participation (10%)**

This will be assessed on your ability to discuss intelligently and contribute to class discussion of several designated readings, general case studies/ questions from end of chapters. Some written as well as verbal responses may be required.

Note: late assignments or other set classwork will be penalised 20% of the maximum marks per working day, and WILL NOT be accepted if more than one week late.

(4) Final exam

To be eligible for a passing grade in this subject, you must perform satisfactorily in all assessment tasks AND gain at least 50% of the allocated marks in the final exam.

Journals

Possible journals to consult throughout the course include (but should not necessarily be confined to):

- California Management Review;
- European Journal of Marketing;
- Harvard Business Review;
- Industrial Marketing Management;
- International Journal of Service Industry Management (special issue on Business Services to be published in 1997);
- Journal of Brand Management;
- Journal of Business & Industrial Marketing;
- Journal of Business to Business Marketing;
- Journal of Marketing;
- Journal of Product Innovation Management;
- Journal of Professional Services Marketing;
- Journal of Services Marketing;
- Sloan Management Review;
- Strategic Management Journal.

Lecture Schedule

Week & Date	Topic	Chapter/s (Hutt & Speh text)	Additional Readings (in Study Kit)
(1) 31/7	Introduction to Business-to-Business Marketing	--	
(2) 7/8	The Environment of Business-to-Business Marketing	1, 2	
(3) 14/8	Organisational Buying	3,	Article by Holden (<i>Selling to Buying Committees...</i>)
(4) 21/8	Organisational Buying, Demand Analysis	3, 8	Article by Patterson & Dawes (<i>The Determinants of Choice Set Structure in High Technology....</i>)
(5) 28/8	Market Segmentation	7	
(6) 4/9	E-Commerce Strategies	5	Article by Evans & King (<i>B2B Marketing and the World Wide Web.....</i>)
(7) 11/9	Core Competencies & Product Quality	9, 11	Article by Hamel (<i>Strategy as Revolution...</i>)
(8) 18/9	Business Negotiations	4	
(9) 25/9	Challenges of Marketing Business Services	13	Article by Patterson (<i>Choice Criteria in Final choice of a Management Consultancy</i>)
*****	MID SESSION BREAK (28/9- 7/10)	*****	
(10) 9/10	Relationship Marketing	10, 11	Article by Fites (<i>Make Your Dealers Your Partners</i>)
(11) 16/10	Pricing Mathematics	15	Article by Nagle (<i>Managing Price Competition</i>)
(12) 23/10	Pricing for Business Markets	15	
(13) 30/10	Channel Decisions	14	Assignment #2 due.
(14) 6/11	Personal Selling & Communications, Business Global	16, 17	

Week & Date	Topic	Chapter/s (Hutt & Speh text)	Additional Readings (in Study Kit)
	Strategies, Course review		