

COURSE SYLLABUS

Business to Business Marketing, 7.5 credits

Business to Business Marketing, 7,5 högskolepoäng

Course Code:	MLGN13	Education Cycle:	First-cycle level
Confirmed by:	Council for Undergraduate and Masters Education Jan 4, 2013	Disciplinary domain:	Social sciences
Revised by:	Director of Education Jun 17, 2014	Subject group:	FE1
Valid From:	Aug 25, 2014	Specialised in:	G2F
Version:	2	Main field of study:	Business Administration
Reg number:	IHH 2014/4214-122		

Intended Learning Outcomes (ILO)

On completion of the course the students will be able to

Knowledge and understanding

demonstrate knowledge about the fundamental characteristics of business to business marketing

Skills and abilities

analyse, interpret and solve problems related to business to business marketing from relevant scientific, societal and ethical aspects.

apply marketing models to different firms' business activities.

Judgement and approach

analyse ethical and quality issues in business to business marketing

Contents

The aim of the course is to give the student a deep understanding of the field of Business to Business marketing through the concepts of business networks and value.

The course will cover the following aspects:

- Principles of business to business marketing
- Interaction- and network approach
- Customer value
- The importance of technology and R&D
- Supplier, producer, customer interaction
- Supplier markets and supply management
- Organisational buying behaviour
- Integration with other functions of the firm
- International and ethical aspects

Type of instruction

Lectures and seminars.

The teaching is conducted in English.

Prerequisites

60 credits in Business Administration or Economics or equivalent (or the equivalent).

Examination and grades

The course is graded A, B, C, D, E, FX or F.

Examination consists of a project work and an individual exam. The written exam is worth 60 %, and the course project is worth 40 % of the total grade. Knowledge and understanding is mainly examined through the written exam. Skills and abilities and Judgement and approach is mainly examined through the course project.

Registration of examination:

Name of the Test	Value	Grading
Examination ¹	7.5 credits	A/B/C/D/E/FX/F

¹ Determines the final grade of the course, which is issued only when all course units have been passed.

Course evaluation

At the outset of the course the course manager ensures that course evaluators are elected (or exist) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course manager discuss the course evaluation and possible improvements. The result is reported to, among others, the Associate Dean for Education, the Council for Undergraduate and Master Education, and the Board of Directors of JIBS. The course manager shall at the outset of the following course report results and measures taken in the previous course evaluation.

Course literature

Course literature

- Nick Ellis, Business to Business Marketing - Relationships, Networks & Strategies, Oxford ISBN 978-0-19-955168-2
- Selected articles