

Department of Marketing | Te Mātauranga Tokoka

Otago Business School | Te Kura Pakihi

Semester Two | Kaupeka Tuarua
2024

MART328 Business to Business Marketing

Nau Mai Haere Mai

Welcome | Afio Mai | Aere Mai | Mālō e me'a mai | Fakatalofa atu |
Bula | Fakalofa lahi atu | Ulu tonu mai

Course Description and Aims | *Whāinga o te Akoranga*

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 | *Kaiako*

Course Coordinator

Name: Assoc Prof Sergio Biggemann
Office: OBS 4.33
Email: sergio.biggemann@otago.ac.nz
Office Hours: Please refer to Blackboard

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.

Course Information | *Mōhiohio akoranga*

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

Room: Please refer to eVision timetable

Tutorials 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 third 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 course 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 | *Te Nui o te Mahi*

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 | *Pukapuka Kaupapa*

Hutt, Michael D., Speh, Thomas W., Hoffman, K. Douglas (2024). Business Marketing Management: B2B. 13th Ed. Cengage.

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 | *Maramataka*

Week	Week Commencing*	Topic	Reading
1	Monday 15 th July	Introduction to Business Markets	Hutt et al. Chapter 1
	Wednesday 17 th July	Business Markets vs Consumer Markets	
2	Monday 22 nd July	Business Markets Characteristics	Hutt et al. Chapter 2
	Wednesday 24 th July	Guest speaker: Rachel Vicars, Fisher & Paykel Healthcare	
3	Monday 29 th July	Organisational Buying Behaviour	Hutt et al. Chapter 2
	Wednesday 31 st July	Interfirm Relationships and Networks	Hutt et al. Chapter 3
4	Monday 5 th August	Guest Speaker: Sarah Ramsay, CEO United Machinists	
	Wednesday 7 th August	Supply Chain Networks	Hutt et al. Chapter 11
5	Monday 12 th August	Business Markets Segmentation	Hutt et al. Chapter 4
	Wednesday 14 th August	Business Markets Strategy	Hutt et al. Chapter 5
6	Monday 19 th August	Services for Business Markets	Hutt et al. Chapter 9
	Wednesday 21 st August	Services for Business Markets (cont)	
7	Monday 26 th August	Structure of Business Relationships	To be advised
	Wednesday 28 th August	Dynamics of Business Relationships	To be advised
Mid Semester Break 2nd – 6th September			
8	Monday 9 th September	Business Marketing Mix Product	Hutt et al. Chapter 7
	Wednesday 11 th September	Business Marketing Mix Price	Hutt et al. Chapter 8
9	Monday 16 th September	Business Marketing Mix Place	Hutt et al. Chapter 12
	Wednesday 18 th September	Guest speaker: Gareth Evans, CEO Farra Engineering	
10	Monday 23 rd September	Business Marketing Mix Promotion	Hutt et al. Chapter 10
	Wednesday 25 th September	Sustainability in Business Markets	Hutt et al. Chapter 6
11	Monday 30 th September	Digital Business Marketing	Hutt et al. Chapter 14
	Wednesday 2 nd October	New Technologies in Business Marketing	To be advised
12	Monday 7 th October	Groups Presentations	
	Wednesday 9 th October	Groups Presentations	
13	Monday 14 th October	Course Wrap-Up	
	Wednesday 16 th October	Course Wrap-Up	

*** First week of Semester 2 is ACADEMIC WEEK 29**

Lectures end Friday 18 October

**University Exam Period Second Semester Begins Monday 21st October until
Saturday 9th November.**

Assessment | *Aromatawai*

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 28 th August	25%	
Group Assignment Presentation	Monday 7 th October	15%	
Group Assignment Report	Monday 14 th October	20%	
Final Exam	TBA	40%	Students must achieve at least 50% in the final exam and 50% overall to pass the course

Course 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 course 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 course information tab on Blackboard.

Learning Outcomes | *Hua Akoranga*

Learning Outcome	Group Assignmen	Individual Assignmen	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 | *Pono-ā-wānanga*

Students should ensure that all submitted work is their own. Plagiarism is a form of academic misconduct (cheating). It is defined as copying or paraphrasing another's work and presenting it as one's own. Any student found responsible for academic misconduct in any piece of work submitted for assessment shall be subject to the University's dishonest practice regulations, which may result in serious penalties, including forfeiture of marks for the piece of work submitted, a zero grade for the course, or in extreme cases, exclusion from the University. The University of Otago reserves the right to use plagiarism detection tools.

Students are advised to inform themselves about University policies concerning dishonest practice and take up opportunities to improve their academic and information literacy. If necessary, seek advice from academic staff, or the Student Learning Centre. The guideline for students is available at this link: <https://www.otago.ac.nz/study/academicintegrity/index.html>

Further information about the Academic Integrity Policy, the Student Academic Misconduct Procedures and the Academic Integrity can be found through the links below. The Academic Integrity website in particular has a number of useful links and suggestions as to where students can get help with referencing issues.

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

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

Concerns about the Course | *Ngā māharahara mō te akoranga*

We hope you will feel comfortable coming to talk to us if you have a concern about the course. The Course 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 | *Kupu Whakatonu*

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.