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# About the Course

## Timetable

<table>
<thead>
<tr>
<th>Week</th>
<th>Lecture Number</th>
<th>Topic</th>
<th>Chapters (Hutt&amp; Speh)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>The Environment of Business-to-Business Marketing</td>
<td>1,2</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Organisational Buying</td>
<td>3</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
<td>Market Segmentation</td>
<td>7</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
<td>E-commerce strategies (Cisco TBA)</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Core Competencies and Product Quality</td>
<td>9,11</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>A Business Negotiations, George Holmes &lt;br&gt; B Relationship Marketing</td>
<td>4</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
<td>Channel decisions</td>
<td>14</td>
</tr>
<tr>
<td>TBA</td>
<td></td>
<td>Exam study period</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exam week</td>
<td></td>
</tr>
</tbody>
</table>
Course Overview

Business-to Business (B2B) marketing is concerned with the process of understanding, creating and delivering value to targeted business or industrial customers, be they end users, intermediaries or other 3rd party customers. This course examines elements of the marketing mix as they apply to serving businesses, as distinct from consumer markets. Issues examined in depth include: organisational buyer behaviour, the environment and driving forces behind business demand, segmenting business markets, E-commerce strategies, channel strategies, assessing a firm’s core competencies and negotiation in group decision making processes examined.

Assumed Knowledge

An undergraduate marketing major, and several years of business experience are required.

Course Aims

Upon successful completion of this course, students should be able to:

1. Explain how business-to-business marketing differs from consumer marketing.
2. Describe a framework for understanding organisational buying behaviour in all sectors of the business market.
3. Present a general framework for understanding business-to-business marketing strategy development.
4. Explain the pivotal role of negotiation and E-commerce strategy in a firm’s overall B2B strategy.
Workload

It is expected that you will normally spend 5 to 6 hours a week studying this course. In addition to attending classes, you will need to devote time to:

- Reading and researching
- Class preparation
- Study of materials
- Assessment tasks

In periods where you need to complete assignments or prepare for examinations the time required may be greater. If you lack background knowledge for the course – whether in quantitative techniques, academic writing skills or other areas – you may also need to devote additional time.

Please note that Faculty reviews consistently show that two factors have a detrimental effect on students’ academic performance:

- Undertaking an excessive workload of study and paid employment
- Poor time management, especially insufficient time devoted to study outside of classes

Format and teaching approach

This course consists of weekly three hour sessions which will be taught using a lecture/discussion style. Students are expected to participate fully in class discussion, debate case studies and contribute their experience to the group.

This requires prior reading of the text and background readings.
Staff and contacts

Course Coordinator

Course Coordinator: Max Robertson
Email address: maxdede@bigpond.net.au
Telephone: 0403 073 801
Location: Office 302 Goodsell Building

Other Teaching staff

At least 1 industry guest lecturer is scheduled.

In addition the negotiation segment will also be taught by a former UNSW staff member who is a specialist high level business negotiator.

Administration Contact

Title: Dr. Jack Cadeaux
Email: j.cadeaux@unsw.edu.au
Telephone: 9385-1436
Location: Room 303, John Goodsell Building
Resources

The textbook


PLUS

Study Kit, containing key readings.

Other useful resources

Reference Books and journals

- Australasian Marketing Journal
- Harvard Business Review
- Industrial Marketing Management
- Marketing Management
- Journal of Business to Business Marketing
- Journal of Business and Industrial marketing
- Journal of Marketing
- Journal of Product Innovation Management
- Sloan Management Review
WebCT

Master of Marketing courses use a WebCT environment for all on-line components. WebCT course sites may include such resources as lecture notes, timetables, class profiles, staff contact details and discussion areas. The WebCT site for this course can be accessed from the WebCT log-in page at: www.webct.unsw.edu.au. Only students enrolled in this course can access this site. The site will be used for the distribution of your lecture notes.
Assessment

All components of assessment must be completed at a satisfactory level (normally a minimum mark of 50%). If this level of performance is not achieved in any component a UF will be awarded.

Team members are expected to work in a harmonious and professional manner.

This course will be assessed in accordance with the School's assessment policies that can be found at: sistm.web.unsw.edu.au

Summary of requirements

The summary table below lists the assessment tasks, due dates and relative weighting

<table>
<thead>
<tr>
<th>Assignment Name</th>
<th>Due date</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment 1 – written case study</td>
<td>18/4</td>
<td>30%</td>
</tr>
<tr>
<td>In class case presentation</td>
<td></td>
<td>20%</td>
</tr>
<tr>
<td>Class Participation</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Final Examination</td>
<td>TBA</td>
<td>40%</td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

Assessment Details

Class participation in case discussions (10%)
Active participation is an important component of the Master of Marketing. All students are expected to participate in class discussions. This will be assessed on your ability to discuss intelligently and contribute to class discussion of several designated readings, general case studies/questions from the end of chapters. Some written as well as verbal responses may be required.

Assignment # 1 (30%)
Written Case Study
Due date: in class on Week 7
Case: Wind Technology
Questions 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!

**In class Case Presentation (20%)**

You are to make an in-class presentation (as part of a group of 2 students) of a case study. No writing is required - merely the presentation. You will however be expected to supply me with copies of any handouts/overheads for evaluation. All group members must participate in the presentation process. Cases will be allocated in Week1.

Presentation Time: 20 - 25 minutes, with 10 minutes for questions. Refer next page for evaluation criteria used in assessment of presentations.

Keep in mind the key criteria for a good PowerPoint presentation are

- Engage your audience with eye contact and the spoken word. PowerPoint only supports your words.
- Don’t over-complicate your slides with too much information or gadgetry. Keep it relatively simple.
- Minimise number of slides
- Don’t simply read the PowerPoint.

**Final Examination**

Due: Final exam will be held in the Week of TBA

Weight: 40%

The final exam will be a 2-hour written paper and will be open book. The course text book will be allowed into the examination room, but no other course materials.

To be eligible for a passing grade in this subject, you must perform satisfactorily in all assessments and gain at least 50% of the possible marks in the final exam.

All exams are conducted in accordance with the UNSW Rules for the Conduct of Examinations and it is the student’s responsibility to be familiar with these rules. For more information, refer to the Master of Marketing Student Information Guide or the UNSW examination website at: http://www.studentadmin.unsw.edu.au/academiclife/assessment/examinations/examination_rules.shtml

Any review of assessment results will be conducted in accordance with the School's assessment policies that can be found at: insert web address
# EVALUATION of CASE PRESENTATION

## 1. Identification of Case Issues

1. Case issues accurately and completely identified?
2. Relative importance of issues described?
3. Adequate background information provided?

### Score: 10

## 2. Case Issues Effectively Addressed Using Services Concepts/Frameworks

1. Services marketing concepts integrated with case analysis
2. Options for resolving the case issues identified?
3. Rationale provided for choosing an option(s)? or
4. Appropriate external material presented?

### Score: 10

## 3. Presentation

1. Well-organised and presented?
2. Appropriate and effective use of exhibits and visual aids?
3. Convincing and interesting?

### Score: 10

## 4. Audience Involvement

1. Effectively encouraged audience involvement?
2. Presentation tailored to target audience?

### Score: 10

## 5. General Creativity in arriving at a solution

### Score: 10

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CASE: _____________________________

TEAM: ______________________________

MARK: ______________
Grading and feedback

All assignments and examinations are assessed using the Fail, Pass, Credit, Distinction and High Distinction grading system (see table below)

<table>
<thead>
<tr>
<th>Code</th>
<th>Grade</th>
<th>% Mark</th>
<th>Explanation</th>
</tr>
</thead>
<tbody>
<tr>
<td>HD</td>
<td>High Distinction</td>
<td>85-100</td>
<td>An outstanding performance</td>
</tr>
<tr>
<td>DN</td>
<td>Distinction</td>
<td>75-84</td>
<td>A superior, well above average performance</td>
</tr>
<tr>
<td>CR</td>
<td>Credit</td>
<td>65-74</td>
<td>A good, above average performance</td>
</tr>
<tr>
<td>PS</td>
<td>Pass</td>
<td>50-64</td>
<td>An acceptable level of performance</td>
</tr>
<tr>
<td>FL</td>
<td>Fail</td>
<td>0-49</td>
<td>Unsatisfactory performance</td>
</tr>
</tbody>
</table>

A more comprehensive list of possible grades can be found at http://www.student.unsw.edu.au/atoz/atoz-Results.shtml

Statement about grading of group assignments, if applicable. Statement about moderation or scaling, if applicable.

Unless otherwise indicated, feedback for all assessment (except final examination) will be provided within two weeks of submission.

Assignment submission

Unless otherwise arranged with the lecturer, all assessment must be submitted in the class in which it is due. All assignments must be accompanied by an Assessment Cover Sheet. Copies of the assessment cover sheet are available on the Master of Marketing website at: http://www.

Late submission

Assignments are due on the date indicated in this overview. Extensions will only be granted on medical or compassionate grounds under extreme circumstances, and will not be granted because of work and other commitments. Requests for extensions must be made in writing to the lecturer prior to the due date. Medical certificates or other evidence of extreme misfortune must be attached and must contain information that justifies the extension sought.

Late submission of assignments will incur a penalty of 10% of the percentage weight of the assessment component per day after the due date. An extension in the time of
submission will only be granted under exceptional circumstances by the lecturer-in-
charge. In all cases documented evidence must be provided.

Word count & assignment format

Word count limits (if applicable) are strict and penalties will apply for exceeding the
word limit.

All assessment should include an assignment cover sheet. Written work such as essays
should be typed in 12 point font, double spaced and stapled with allowance made (3 cm
on each side) in the margin for comments and feedback. Please do not bind
assignments.
Student responsibilities

Attendance and participation

Students are expected to be regular and punctual in attendance at all classes in the courses in which they are enrolled. It is important to note that if students attend less than eighty per cent of their possible classes they may be refused final assessment. All requests for non-attendance at class must be submitted to your lecturer or the Director, Master of Marketing.

Academic honesty

Students and staff are governed by the normal laws which regulate our daily lives. But in addition the University has its own code of rules and conduct. This is because good conduct and academic honesty are fundamental to the mission of the University as an institution devoted to the pursuit of excellence in scholarship and research, and to the service of society. These principles apply not only to students but to the whole University community, including staff engaged in research. They have been developed over many years and are widely supported by staff and students. Staff and students are committed to good conduct and academic honesty and are keen to see that these values and principles are upheld.

The University Council has defined student misconduct as follows (29th August 1994): Student misconduct includes student academic misconduct and also encompasses conduct which impairs the reasonable freedom of other persons to pursue their studies or research or to participate in the life of the University.

It is the responsibility of all students to familiarise themselves with the rules that govern student and academic misconduct. For more information, please see: http://www.student.unsw.edu.au/academiclife/assessment/academic_misconduct.shtml

Plagiarism

Plagiarism is considered academic misconduct and, as such, will be severely penalised. Plagiarism involves using the work of another person and presenting it as one’s own. Acts of plagiarism include copying parts of a document without acknowledging and providing the source for each quotation or piece of borrowed material. These rules against plagiarism apply whatever the source of the work relied upon may be, whether printed, stored on a compact disc or other medium, found on the World Wide Web or Internet.
Similarly, using or extracting another person’s concepts, experimental results or conclusions, summarising another person’s work or, where, there is collaborative preparatory work, submitting substantially the same final version of any material as another student constitutes plagiarism.

It is your responsibility to make sure you acknowledge within your writing where you have “sourced” the information, ideas and facts etc.

The basic principles are that you should not attempt to pass off the work of another person as your own, and it should be possible for a reader to check the information and ideas that you have used by going to the original source material. Acknowledgment should be sufficiently accurate to enable the source to be located speedily. If you are unsure whether, or how, to make acknowledgment consult your lecturer.

For more information on plagiarism and how to avoid it, visit the UNSW Learning Centre website: http://www.lc.unsw.edu.au/onlib/plag.html