



APPLIES TO ACADEMIC YEAR
2001/2002

MRK 9900 Business to Business Marketing

Program

The Bachelor's Program in Marketing - Information and Public Relations, The Bachelor's Program in Marketing Communication

Responsible for the course

Erik B Nes

Department

Marketing

Term

Full-time studies : Autumn, Modular course: Spring

ECTS Credits

6

Objective

The course objective is that the students will gain insight and understanding into the problem areas companies face when they market their products and services to other organizations. Business to business marketing is in many ways more complicated than consumer marketing and has special requirements to marketing strategy and operations. The course gives the participants an overview of the theories and methods which are most recognized. A practical understanding of the subject will be achieved through case work and examples from Norway and abroad.

Prerequisites

Normal study progression.

Compulsory literature

Biong, Harald and Erik Nes, 1999. *Markedsføring på bedriftsmarkedet: Industri, tjenesteyting og offentlig virksomhet*. Oslo: Tano Aschehoug.

Recommended literature

Brierty, E. G., R.W. Eckles and R.R. Reeder. 1998. *Business marketing*. 3rd ed. Upper Saddle River, N.J. : Prentice Hall.

Anderson, J.C. and J.A. Narus. 1999. *Business market management*. Upper saddle River, N.J.: Prentice Hall.

Course outline

Introduction, special features in the business to business market

- Organizational buying behavior
- Establishing and developing supplier-customer relations
- Segmentation
- Topics in marketing mix

Computer-based tools

Are not an integral part of this course

Course structure

The course covers 36 hours of lectures and group work.

Evaluation

The course has a 3 hours written exam.

Evaluation code(s)

MRK 99001 Business to Business Marketing - 3 hours written exam, counts 100% of the total grade, 2 credits.

Aids at the examination

No aids are allowed at the written exam.

Makeup exam

Re-sits are normally held in conjunction with the next time the course is offered