



APPLIES TO ACADEMIC YEAR 2004/2005

MRK 9900 Business to Business Marketing

Program

Bachelor's Program in Marketing

Responsible for the course

Erik B Nes

Department

Marketing

Term

According to study plan

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. 2.nd ed.* Oslo: Universitetsforl.

Recommended literature

Dwyer, F. Robert og John F. Tanner, Jr. *Business marketing.* Irwin/McGraw-Hill.
Anderson, J.C. og J.A. Narus. 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 three hours individual written exam.

Evaluation code(s)

MRK 99001 - 3 hours written exam, counts 100% of the total grade in the course MRK 9900 Business to Business Marketing, 6 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

