



APPLIES TO ACADEMIC YEAR 2006/2007

MRK 9900 Business to Business Marketing

Program

Bachelor in International Marketing (2. year), Bachelor in Marketing (2. year)

Responsible for the course

Harald Biong

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

Books:

Biong, Harald og Erik Nes. 2003. Markedsføring på bedriftsmarkedet: industri, tjenesteyting og offentlig virksomhet. 2. utg. Oslo: Universitetsforlaget

Recommended literature

Books:

Anderson, J.C. og J.A. Narus. 2004. Business market management. 2nd ed. Upper Saddle River, N.J.: Prentice Hall

Dwyer, F. Robert og John F. Tanner, Jr. 2006. Business marketing. 3rd ed. Boston : McGraw-Hill/Irwin

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 will be made up of lectures on theory and case work, which will require students to divide into smaller groups. The group work will include one case studies, which will be handed out at semester start. The case assignment should be submitted at a given date, and will be discussed in plenum. Students are expected to participate fully in the discussions. The course comprises 33 hours of lectures and 3 hours' case discussion.

The case program will be organized as follows: The students submit their assignments in due time. The case will be split into several questions and in the discussion session a chosen group will first present their solution on the first question to the whole class. A selected 'opponent'

group will then comment on the presentation. After this, the discussion will be open to the rest of the class. Similarly, during the second hour, a new group will present their solution to the second question and there will be new opponents. The final hour will be devoted to summing up the case discussion.

Submitting case-assignments are compulsory and a part of the exam, and students are encouraged to take an active part in solving the case, as this will help them to answer questions related to the cases in the exam.

Evaluation

The course has two examinations; First the case program where the assignments are submitted by groups of 3-5 students. Then follows a three hour written exam. Both the case program and the written exam has to be passed to receive a grade in the course, but makeup exams in one of the two can be done separately.

Evaluation code(s)

MRK 99002 - Written case program; Evaluation form pass/fail.

MRK 99003 - 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

All written aids at the case program.

None at the written exam.

Makeup exam

Re-sits are normally held in connection with the next time the course is offered. Both part 1 written case and part 2 written exam must be passed to get final grade in the course. It is however possible to take separate re-sit exams.