



APPLIES TO ACADEMIC YEAR 2009/2010

MRK 9900 Business to Business Marketing

Programme

Bachelor in International Marketing (2. year), Bachelor in Marketing (2. year), Bachelor of Science in Marketing (3. year)

Responsible for the course

Department

Department of Marketing

Term

According to study plan

ECTS Credits

6

Language of instruction

Norwegian

Introduction

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

Basic skills in marketing.

Compulsory reading

Books:

Biong, Harald og Erik B. Nes. 2009. Markedsføring på bedriftsmarkedet. 3. utg. Oslo: Universitetsforlaget. 458 sider

Recommended reading

Books:

Anderson, James C. and James A. Narus. 2008. Business market management : understanding, creating, and delivering value. 3rd ed. Upper Saddle River, N.J. : Pearson Prentice Hall

Dwyer, F. Robert and John F. Tanner. 2008. Business marketing : connecting strategy, relationships, and learning. 4th 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 or a topic selected by the lecturer to the whole class. After this, the discussion will be open to the rest of the class. Thereafter, a new group will present their solution to the second question or another topic the lecturer chooses. This procedure goes on as long as the time permits. The final hour will be devoted to summing up the case discussion.

Both submitting case-assignments and participating in the discussion/presentation 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.

Examination

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.

Exam 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.

Examination support materials

All written aids at the case program.

BI-approved exam calculator is permitted at the written exam.

Exam aids at written examinations are explained under exam information in our web-based Student handbook. Please note use of calculator and dictionary.
<http://www.bi.edu/studenthandbook/examaids>

Re-sit examination

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.

Due to changes in our Bachelor Programmes from autumn 2009, there also will be changes in every single course.

This course will be lectured for the last time spring 2010. Re-sit exam will be offered every term even spring 2012.

Additional information