



APPLIES TO ACADEMIC YEAR 2012/2013

MRK 3500 B2B marketing and sale

Programme

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

Responsible for the course

Gorm Kunøe, Erik B Nes

Department

Department of Marketing

Term

According to study plan

ECTS Credits

7,5

Language of instruction

Norwegian

Introduction

B2B is a widely used international abbreviation for Business to Business. The course deals with sales and marketing when other companies and organizations are customers. Business market is considered to be greater than the consumer market internationally, and Norwegian companies have other businesses and organizations that customers in particular a large extent. Marketing and sales to businesses are often more complicated than for consumers and imposes special requirements. Personal sales and relationship development is considered to be particularly important when other companies are customers. In selling the concept included personal communications that actively achieved affected an existing or a future customer in the desired direction.

Learning outcome

Acquired knowledge

The students develop:

- Understanding of how public and private organizations buy goods and services.
- Knowledge of interorganizational relations and problems and opportunities at alternative levels of cooperation
- Knowledge of relationship marketing
- Knowledge of the special circumstances in business to business marketing (B2B marketing) that involves application of marketing theories within pricing, product strategy and market communication.
- Knowledge of the role of corporate social responsibility (CSR) in business to business marketing
- Understanding of the value concept as a basis for marketing strategy
- Understanding of professional sales and how to develop knowledge to succeed as a salesperson

Acquired skills

The students develop skills in:

- Analysis of the company and the customer in how to establish the optimum level of cooperation
- How to develop a relationship marketing programme
- How to develop the company's programme and strategies in all areas of business to business marketing as pricing, product management and market communication.
- Being able to visit potential customer and carry through a sales process
- Develop a sales plan that fulfils the sales management's activity objectives and skills in planning long-term customer relationships
- Applying it-based CRM systems (customer relationship management) in quantitative analysis of sales planning

Reflection

The students will develop a professional and constructive approach to sales and marketing at the corporate market.

Prerequisites

MRK 3414 Marketing Management (or MRK 2914 Marketing) or equivalent.

Compulsory reading

Books:

Kunøe, Gorm. 2010. Salg og salgsledelse med CRM - systemer. ScanForum. Kap 1. Salg med

CRM-systemet, salgsmål og strategier og salgsledelse, side 21 – 215
Kap. 2. Selger som person og selgerjobben, side 216 – 270
Kap. 3. Operativt salg med CRM - systemet, side 271 – 294
Appendix 1. Orientering om et typisk CRM – system, side 455 – 486
Nes, Erik B. og Harald Biong. 2009. Markedsføring på bedriftsmarkedet. 3. utg.
Universitetsforlaget

Recommended reading

Course outline

- Environmental management and corporate social responsibility
- Organizational buying behavior
- Analysis, establishment and development of buyer-seller relations
- Segmentation in B2B marketing
- Product strategy and marketing of raw materials
- Price strategy and value based pricing
- Personal sales with introduction to CRM- systems
- The sales process and sales support systems
- Acquiring new customers
- Direct marketing in the B2B market
- Implementing CRM systems
- Sales management with CRM system

Computer-based tools

The students learn to work interactively with one of the most used CRM systems.

Learning process and workload

The course consists of a combination of lectures (33 hours) and exercises in use of a CRM system

Work requirement

There are two hand-in papers in the course. One hand-in is related to solving a practical case and one is related to the use of CRM in sales management.

Activity	Use of hours
Participation in lectures	33
Preparation before and work after lectures	72
Practice with a CRM system (individual and groups)	40
Writing a case	8
Miscellaneous and preparation for the exam	44
Total recommended use of hours	200

Use of hours

Coursework requirements

There are two hand-in papers in the course. The students can work in groups of 3 to 5 students. One hand-in is related to solving a practical case and one is related to the use of CRM in sales management. One assignment is called "Solo testen" is related to the CRM system. The other assignment is solving a case. Both assignments are assessed with pass / fail, and both must be passed in order to sit for final examination. At least one of the questions in the final examination will be related to work requirements.

Examination

A four-hour individual written examination concludes the course.

Examination code(s)

MRK 35001 – Written examination, count 100 % for the MRK 3500 course, 7,5 ECTS.

Examination support materials

No support materials are allowed at the examination.

Re-sit examination

A re-sit examination is offered every term.

Students that have not got approved five of the mandatory eight mini-exercises must re-take the exercises during the next scheduled course and must pass five of the eight submitted mini-exercises. Students that have not passed the written examination or who wish to improve their grade must re-sit the examination in connection with the next scheduled examination.

Additional information