

MACQUARIE  
UNIVERSITY



FACULTY OF  
BUSINESS AND ECONOMICS

**MKTG205**  
**Business to Business Marketing**

**Semester 2, 2010**

*Department of Business*

**MACQUARIE UNIVERSITY  
FACULTY OF BUSINESS & ECONOMICS  
UNIT OUTLINE**

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## 1. INFORMATION ABOUT THIS COURSE

<b>Unit Number:</b>	MKTG205
<b>Unit Title:</b>	Business to Business Marketing
<b>Unit Weight:</b>	3 Credit Points
<b>Unit Level:</b>	200
<b>Year and Semester:</b>	2009, Semester 2
<b>Unit convenor:</b>	Dr David Gray
<b>Lecturer:</b>	Brenton Price
<b>Prerequisites:</b>	MKTG101
<b>Contact Hours:</b>	3 hours per week

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

- **Units of Credit: MKTG205** - 3 credit point subject. It is an elective subject for the B.Com Marketing program and the BCom and BBA programs. It is a single semester unit. For a single semester unit, students are expected to spend at per week at least 3 hours per credit point in addition to face-to-face teaching on work related to the unit. Students are strongly advised to prepare their study timetable accordingly. Successful performance in the exam requires knowledge and understanding of the content of the lectures and set readings.
- In order to successfully complete the Unit you must:
  - Attend and participate in the lectures and tutorials (at least 80% attendance is required)
  - Obtain a mark of at least 50% in the final exam
  - Satisfactory completion of the Group marketing Strategy Project and the Simulation Game
  - Satisfactory assignment work and attendance may be used to determine a marginal grade

You should take note of all announcements made in lectures or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information.

## 2. TEACHING STAFF

**Convenor: Dr David Gray**  
 Telephone 9850-8453  
 Email: dgray@efs.mq.edu.au  
 Room: E4A Room 628

**Consultation time: Available by appointment.**

Dr David Gray is a Senior Lecturer in Marketing in the Department of Business. David has a Master of Commerce (Economics Honours) degree from University of New South Wales and a PhD in Marketing from the University of New South Wales. He has pursued a business career in marketing and management training holding many senior marketing management positions since that time. David has extensive experience in proposal writing, training, marketing and sales, the management of professional service, finance and insurance businesses. Product knowledge spans professional services, finance, insurance, manufacturing and building materials.

**Brenton Price**

Telephone: 9850-8468

Email: [bpenviro@bigpond.net.au](mailto:bpenviro@bigpond.net.au)

**Consultation time: Available by appointment.**

Brenton was initially trained as a scientist. He has over 20 years experience in marketing and business management. He has been teaching a range of marketing units at various universities since 2001. Brenton has an MBA from UTS. His philosophy towards students is "As a teacher I play a very important role in contributing to students' academic growth and personal development. It is my goal to help students acquire knowledge, to be critical thinkers, with the ability to evaluate that knowledge to form their own opinions and decisions rather than just transmitting it."

**3. CLASSES**

Students must attend the lecturer plus one of the tutorials:

Lecture_1	Class_01	Fri 11am-1pm	Room E7B T4
Tutorial_1	Class_01	Fri 9am-10am	Room C5A 232
	Class_02	Fri 10am-11am	Room C5A 232
	Class_05	Fri 1pm-2pm	Room E7B 163
	Class_06	Fri 2pm-3pm	Room C4A 312

- The timetable for classes can be found on the University web site at: <http://www.timetables.mq.edu.au/>  
Each of the 13 lectures will comprise of 2 hours lecturer plus 1 hour tutorial. Each tutorial will be limited to 25 students approximately.
- The unit timetable can be found on the University web site at: <http://www.timetables.mq.edu.au/>

**4. REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS****4.1 Course resources/Prescribed Texts**

**Prescribed text**

Michael D. Hutt and Thomas W. Speh, "Business Marketing Management: B2B, South-Western, Cengage Learning, 10th Edn, 2010  
 ISBN-13: 9780324581676 ISBN-10: 032458167X

**Recommended supplementary text is:**

David Ford et al, Managing Business Relationships, 2nd edn, Wiley, 2003  
 Bingham, Gomes, Knowles, Business Marketing, McGraw Hill, 3rd edn, 2005  
 David Ford et al, The Business Marketing Course, John Wiley, 2002  
 Kim, W., Mauborgne, R. 2005, "Blue Ocean Strategy", McGraw Hill  
 Cravens and Piercy 2006, 8<sup>th</sup> Ed, "Strategic Marketing", McGraw Hill  
 Mullins J., Walker O., Boyd H., and Larréché J.-C., 2006 Marketing Management: A Strategic Decision-Making  
 Kerin, R.A., Peterson, R.A 2007 "Strategic Marketing Problems: Cases and Comments" (11th Edition), Pearson Education

**Additional References - available at the library**

- Aaker, D., Mills, M. 2005, *Strategic Market Management* Pacific Rim Edition, Wiley and Sons
- Davis, J and DeVinney, T (1997), *Essence of Corporate Strategy*, Sydney: Allen & Unwin.
- Grant, R. M. (2002) *Contemporary Strategy Analysis: Concept, Techniques, Applications*. (4th Edition). Blackwell Publishing
- Guiltinan, J., Paul, G.W., Madden, T.J. 1997, *Marketing Management: Strategies and Programs* 6th Edition, McGraw–Hall, USA
- Hamel, G. (2000), *Leading the Revolution*, Boston: Harvard Business School Press
- Jain, S.C. 2004, *Marketing: Planning and Strategy*, 7<sup>th</sup> Edition, Thomson
- Kotler, P 2003, *Marketing Management*, 11<sup>th</sup> Edition, Prentice Hall.
- Lambin, J (1997), *Strategic Marketing Management*, London: McGraw-Hill
- Lehman, D., Winer, R. *Analysis for Marketing Planning* 5th Edition, McGraw-Hill, USA, 1997.
- Markides, C. (1999), *All the right moves: A guide to crafting breakthrough strategy*, Boston: Harvard Business School Press
- Walker, O.C., Mullins, J.W., Boyd, H.W. Larreche, J.C. 2006, *Marketing Strategy-A Decision-Focussed Approach*, Fourth Edition, Irwin McGraw–Hill Irwin
- Whitwell, G., Lukas, B., Doyle, P. 2003, *Marketing Management: A Strategic, Value-based Approach*, Milton, QLD: John Wiley & Sons.

**Other journals and publications of interest include the following:**

Marketing and Strategy Academic journals	Marketing and Strategy Academic journals
Journal of Marketing	Australian Journal of Management
Journal of Marketing Research	Harvard Business Review
International Journal of Research in Marketing	Sloan Management Review

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Journal of the Academy of Marketing Science	Business Horizons
Australasian Marketing Journal	Academy of Management Journal
Business Strategy Review	Journal of Management Studies
Marketing Intelligence and Planning	Academy of Management Review
Long Range Planning	Strategic Management Journal
Industrial Marketing Management	Organisation Studies
Journal of Business Research	Strategic Change
Marketing Management	Academy of Management Executive
European Journal of Marketing	Personnel Management
<b>Other publications</b>	Psychological Review
The Economist	California Management Review
Fortune	Journal of Change Management
B&T Weekly	Business Review Weekly
Australian Financial Review	The Australian
Sydney Morning Herald	Marketing Magazine

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## 5. UNIT WEB PAGE

The web page for this unit can be found at: <http://learn.mq.edu.au>

## 6. LEARNING OBJECTIVES AND OUTCOMES

### 6.1 Course Aims

The aims of this course are:

- To introduce students to the role and importance of business marketing and its interweaving relations and networks as key determinants of firms' and nations' competitiveness
- To give students an understanding of the factors affecting the nature and development of business marketing, relations and networks.
- To introduce students to the theories and concepts of business marketing of the Industrial Marketing and Purchasing Group

This unit defines and explains the nature of business marketing. It illustrates different types of business markets and how they differ from consumer markets. The demand for business products and services are considered. Different approaches to business marketing are discussed as typified in the relationships between buyers and sellers. The unit will consider the purchasing function, organisational buyer behaviour, business marketing opportunities and strategy, developing a marketing mix in a business market, managing customer relationships, sales and sales management as well as managing the marketing program and customer retention.

These Business to Business markets include producers of goods and services, intermediaries, government, non-profit organisations, and any group who purchases and uses inputs to produce or resell goods and services. This unit examines marketing strategies that will result in achieving the awareness, comprehension, sales response objectives and stable profitable relationships essential to continuity of commercial success of supplier organisations.

In the business to business context this course examines the nature and role of internal and external relations and networks in implementing marketing strategy, their impact on a firm's marketing performance and how they are managed. The course focuses on various types of business relations including, cross functional, business to business, supply chain, value chain, strategic alliances, and distribution channels.

## **6.2 Learning Outcomes**

The learning outcomes of this unit are to develop knowledge/skills to enable students to:

<b>SKILLS AND COMPETENCIES</b>		
<b>SUBJECT SKILLS &amp; COMPETENCIES</b>	<b>Opportunity to Develop</b>	<b>Assessed</b>
1. Understand the firm's business relations and networks and their impact on competitive advantage	X	X
2. Assess market business opportunities and to identify and present practical solutions to complex business marketing problems.	X	X
3. Apply business marketing theories, frameworks and concepts to managerial decision contexts	X	X
4. Apply analytical perspectives and decision tools, which underlie creative business marketing decisions in its relevant markets and developing a strategic and sustainable competitive advantage;	X	X
5. Critically examining problem areas, developing feasible marketing investment decision options, developing key recommendations, and communicating this strategic thinking to others.	X	X

## **7. TEACHING AND LEARNING STRATEGY**

The course consists of 13 lecturers of 2 hours each plus 1 hour tutorial. The teaching and learning process will comprise of lectures, case studies, group exercises, and discussions and simulation game. Students are expected to participate in class discussion; read in advance the relevant chapter of the text book; follow current developments in the business sector.

## **7.1 Relationship of this course to other course offerings**

This subject provides an analytical overview of business to business marketing in the broader context of corporate and business unit strategy. It builds on the general marketing knowledge students have gained in MKTG101 Marketing Fundamentals. Topics include:

The subject will address the following topics: value chain and gap analysis for marketers; value as the cornerstone of business marketing management; managing the business marketing processes; developing and implementing business marketing strategies; strategic working relationships and business networks; providing business marketing leadership.

## **7.2 Approach to learning and teaching**

MKTG205 takes a participative approach to student teaching and learning. This means that students are expected to be proactive in their learning by thoughtfully reading all set readings and texts BEFORE each meeting day. This preparation helps to generate a situation where all members of the class can learn through the questions, comments and discussion of others in the class. Students must also expect to prepare assignments and presentations in a clear and logical manner, particularly in the context of the major project. The subject structure consists of four parts.

## **7.3 Learning and teaching activities**

Each week a set of readings is assigned and/or discussion questions and case studies, which will form the basis for the class discussion and interaction. Students are expected to read all the assigned readings for each week and to prepare answers to discussion questions and cases as assigned.

# **8. RELATIONSHIP BETWEEN ASSESSMENT & LEARNING OUTCOMES**

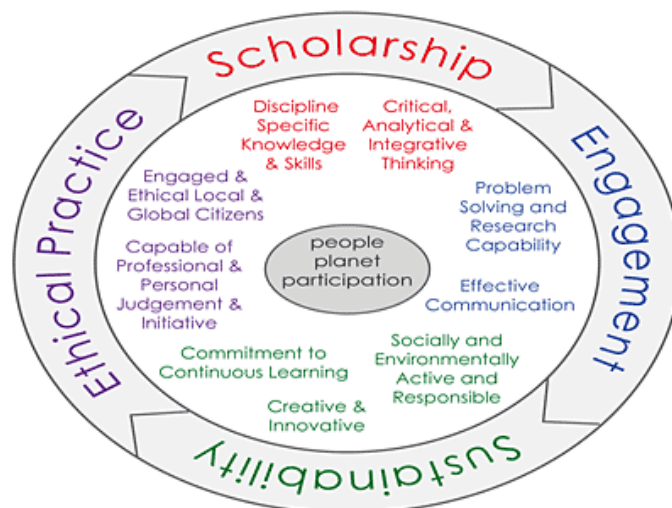
## **8.1 Graduate Capabilities – critical, analytical and integrative thinking**

Macquarie University's stated Graduate Capabilities may be viewed as a mix of cognitive capabilities, and personal, interpersonal, and social capabilities. In addition to the abovementioned learning outcomes, the MKTG205 Business to Business Marketing unit has been designed to develop your skills within the specific graduate capability area of critical, analytical and integrative thinking. We want our graduates to be capable of achieving the following:

- A. To be able to reason, question and analyse information
- B. To be able to integrate and synthesise learning and knowledge from a range of sources and environments
- C. To be able to critique constraints, assumptions, and limitations



- D. To be able to think independently and systematically in relation to scholarly activity in the workplace and in the world in general
- E. To be able to develop advanced skills in information and technology literacy



## 8.2 Assessment Details

Multiple assessment items allow the student the opportunity to demonstrate his or her understanding of the material and ability compulsory. To pass this course you must obtain a pass in the combined individual assessments, (i.e. Mid Semester Exam + Final Exam) regardless of the marks you achieve in the two Group Assignments.

Assessment Task	Due Date	Weight	Link to Outcomes/Skills	Learning Objectives
1. Mid Semester Exam	Week 7 in Lecture	15%	A, B, C, D, E	1, 2, 3, 4, 5
2. Final Examination	See Exam Timetable	35%	A, B, C, D, E	1, 2, 3, 4, 5
3. Group Tendering Project - Presentation	Week 11-12 in Class	10%	A, B, C, D, E	1, 2, 3, 4, 5
4. Group Tendering Project -Written Report	Friday 12 November, 5pm	20%	A, B, C, D, E	1, 2, 3, 4, 5
5. Group Case Study - Presentation	As per the group schedule	5%	A, B, C, D, E	1, 2, 3, 4, 5
6. Group Case Study - Written Report	As per the group schedule	10%	A, B, C, D, E	1, 2, 3, 4, 5
7. Participation	Continuous	5%		
	<b>Total</b>	<b>100%</b>		<b>100%</b>

<b>GRADE</b>	<b>High Distinction</b>	<b>Distinction</b>	<b>Credit</b>	<b>Pass</b>	<b>Pass Conceded</b>	<b>Fail</b>
<b>%</b>	85-100	75-84	65-74	50-64	45-49	0-44

### **8.3 Exams Interim Exam (15%) and Final Examination (35%)**

#### **Interim Exam (15% of Course Marks)**

There will be an interim-exam in week 7 held in lecture that is worth 15% of the assessment and will cover Sessions 1-11 inclusive. All students are expected to sit for the interim examination at the scheduled time. The exam will incorporate theoretical concepts with case study application(s) studied in class.

#### **Final Exam (35% of Course Marks)**

There will be a three-hour examination that is worth 35% of the assessment for the course. All students are expected to sit for the final examination at the scheduled time. The exam will incorporate theoretical concepts with case study application(s) studied in class. You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations.

<http://www.timetables.mq.edu.au>

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. Information about unavoidable disruption and the special consideration process is available at

<http://www.reg.mq.edu.au/Forms/APSCons.pdf>

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Divisions may wish to signal when the Division's Supplementaries are normally scheduled). You are advised that it is Macquarie University policy not to set early examinations for individuals or groups of students. All students are expected to ensure that they are available until the end of the teaching semester that is the final day of the official examination period.

#### **8.4 Group Case Study - 10% of Course Marks**

- a. Each group will be assigned one Case Study during the course. For that assigned case study each group is required to submit a short report [Times Roman, 12 point font single spacing, 2.5cm margins] answering each of the case questions assigned to them (maximum 1500 words excluding tables, figures and appendices). Each report must use the Group Cover Assignment form. Students must keep a copy of their report. **A copy of the group report should be made available to all members of the tutorial.**
- b. The case study reports are to be handed to your tutor in class on the appropriate day.
- c. Each project group will present in class a concise oral PowerPoint Presentation Summary of their Case Study Report (Maximum 15 minutes including questions). A soft copy of your presentation is to be emailed to your tutor the day before your presentation is due.
- d. All members of the group are expected to participate in the oral presentation and each group member will be marked for the quality of their individual presentation. The individual presentation mark is worth 2.5 marks. Thus 5.0 marks for the group written report plus 2.5 marks for the Group's PowerPoint plus 2.5 marks for each individual's presentation.
- e. **Case Study Assessment Criteria:**
  - Audience engagement (interaction with the class/entertainment)
  - Expression (spelling, syntax, grammar)
  - Description (accurate, coherent, unambiguous)
  - Argument (valid, logical, reasonable)
  - Relevance and Depth (with respect to each question)
  - Research(demonstration of effective use of relevant literature)
- f. Papers which, in the opinion of the tutor, employ disproportionately poor grammar and are poorly structured and written, will be assigned a grade that is one-letter lower than would otherwise be assigned.
- g. There is a 10 % per day penalty for late submission unless covered by a medical certificate and special consideration documentation..
- h. **The assigned cases are as follows: Case Studies taken from Hutt and Speh Text**

<b>Group 1-</b>	Case 1 Case 7	Columbia Industries, Inc. <b><u>or</u></b> Barro Stickney, Inc.
<b>Group 2-</b>	Case 2 Case 8	Clariant Corporation Marketing <b><u>or</u></b> We've Got Rhythm! Medtronic Corporation's Pacemaker Business
Cardiac		
<b>Group 3-</b>	Case 3	Circuit Board Corporation <b><u>or</u></b>

Case 9 Total Quality Logistics: Sales Force Management

**Group 4-** Case 4 3M Canada: Industrial Business Division or  
Case 10 Telezoo (A): Feast or Famine?

**Group 5-** Case 5 FedEx Corp: Structural Transformation through e-Business or Case 11 Van Leer Packaging Worldwide: The TOTAL Account (A)

**Group 6-** Case 6 Clearwater Technologies or  
Case 12 Ethical Dilemmas in Business Marketing

### **8.5 Group Assessment Task - B2B Tender Proposal- 30% of Course Marks**

**Due:** Written Report due Friday 12 November

**Value:** 30% of Course Marks

- 10% Group Oral Presentation of Proposal
- 20 % Group Written Report – Due Friday 12 November

You are to form a project team of 3-4 people. You are the marketing and tendering team representing one of the following products/services from a well known brand in the industry. Your next project is to develop a full Tender Proposal to a Commonwealth Government Department. You can select one of the following products/services to form the basis of your proposal.

- Laser Printing /Photocopiers Services, Legal Services, Advertising Services, Public Relations, Audit and Financial Advisory Services, Recruitment Services, Fleet Motor Vehicles, Management Training Services, Banking Services-Purchasing Card Services, Travel Agency Services, Freight Transport/Courier Services, Telephone Mobile Services

Your Tender Proposal must be able to demonstrate how your product/service will achieve a strategic competitive advantage in the marketplace compared to your competitors. All organisations tendering for government contracts must be able to demonstrate the following overall benefits as well as relevant product/service benefits:

- value for money, open and fair competition, professional integrity, client service, management of risks, accountability, simplicity, local industry sourcing.

The proposal must also demonstrate how marketing theory covered during the course has been incorporated into your Report (citing appropriate references using the Harvard Referencing System).

Your team will need to conduct both primary (i.e. interviews/observation/surveys) and secondary research to support your proposal. Secondary research only proposals will score relatively low marks. This means that your group will need to thoroughly investigate how to prepare a tender document both from a theoretical and a practical perspective.

### **Assessment: Group Oral Presentation – PowerPoint – Worth 10.0%**

- During weeks 11-12 each project team will prepare and present in class a concise PowerPoint Presentation Summary of their Group Proposal (Maximum 15 minutes including questions).
- A soft copy of your presentation is to be emailed to your lecturer the day before your presentation is due and **five marks will be automatically deducted for non-compliance.**
- All members of the group are expected to participate in the presentation and each group member will be marked for the quality of their individual presentation. The individual presentation mark is worth 5 marks. Thus 5 marks for the group presentation plus 5 marks for each individual's presentation. Thus, if your group contains members with lower performing presentation all members should assist them to improve their presentation performance.
- **Oral Presentation Assessment Criteria** - Your presentation will be assessed using the following criteria:
  - Audience engagement (interaction with the class/entertainment)
  - Expression (spelling, syntax, grammar)
  - Description (accurate, coherent, unambiguous)
  - Argument (valid, logical, reasonable)
  - Relevance and Depth (with respect to each question)
  - Research(demonstration of effective use of relevant literature)
- Presentations which, in the opinion of the lecturer, employ disproportionately poor grammar and are poorly structured and written, will be assigned a grade that is one-letter lower than would otherwise be assigned.

### **Assessment Written Final Group Report – 20% due Friday 5th June**

**The length of the final report [excluding table of contents, figures, tables and appendices] must not exceed 3000 words +- 10%. Final Report due Friday 12 November**

The completed report should be something groups would be happy to share with senior managers working in the relevant industry or with business analysts advising investors about the market. It should be of a high standard of business writing and presentation. The organisation of your report should correspond to the following:

## Proposal Layout Structure

The proposal structure below represents the norm; only if client's requirements dictate different priorities should your proposal diverge from this structure.

<p>1. The Cover Letter</p> <ul style="list-style-type: none"><li>• Personalized to the client contact/decision maker, signed by the Manager/Managing Director</li><li>• Introduces and states the client's stated requirements</li><li>• Introduces our unique selling point</li></ul>
<p>2. Our introduction or purpose</p> <ul style="list-style-type: none"><li>• Summarizes main features of the tender and turns them into benefits. If anything cannot be made into a benefit, omit it</li><li>• Benefits should present a strong argument for selecting our firm</li></ul>
<p>3. Understanding the business - The Problem or Opportunity</p> <ul style="list-style-type: none"><li>• Structured so that our firm's help is related to each problem/need of the client</li><li>• Sometimes you can include: client's current situation, client's future plans, future client challenges</li><li>• How we can help the client meet the future challenges</li></ul>
<p>4. Technical and Commercial Qualifications supporting your argument</p> <ul style="list-style-type: none"><li>• Technical or professional analysis</li><li>• Commercial analysis, (analyzing the risks)</li><li>• Financial analysis (profitability and cash flow implications)</li><li>• Economic Development and Community Service Obligations</li><li>• <b>Your team must be able to identify both the financial and non-financial benefits of awarding the tender to your firm</b></li></ul>
<p>5. Our approach to the job - The Benefits and Solution ( Your project Plan)</p> <ul style="list-style-type: none"><li>• Description of the work-plan, emphasizing benefits &amp; products</li><li>• What will we do on day one</li><li>• Timetable</li><li>• Reporting/communication features</li><li>• our methodology</li></ul>
<p>6. Our Qualifications - Team &amp; resources behind it ( where the proposal focuses on skills or labour hire)</p> <ul style="list-style-type: none"><li>• introduction - common points about the team</li><li>• single point control - role of the client service manager</li><li>• individual resumes - role; problem solving case studies</li><li>• relevant resources/backup</li></ul>
<p>7. Our Relevant Experience ( where the proposal focuses on company capability)</p> <ul style="list-style-type: none"><li>• introduction - highlight relevant skills/expertise required</li><li>• highlight problem solving examples</li><li>• are we going to bear the cost of initial learning curve</li><li>• provide details of previous jobs completed &amp; referees</li></ul>
<p>8. Price/Cost and assumptions used (e.g.)</p> <ul style="list-style-type: none"><li>• Fixed price vs. hourly or percentage rate</li><li>• Specify variation assumptions re change to specification</li><li>• Specify payment terms</li><li>• For existing client compare rises with inflation, currency fluctuations</li></ul>

## **Potential Technical and Commercial Aspects Covered in the Tender Proposal**

1. **Technical or professional analysis**, - tests the suitability of the product or service to meet the department's requirements, including:
  - ability to meet essential and desirable requirements, customer service/quality assurance/Capacity, past performance, strategic issues (such as location and network) and innovation.
2. **Commercial analysis**, - tests the soundness of the tenderers' business and their ability to reduce a department's risk, including:
  - financial strength, risk management, compliance to conditions of contract (including payment terms, delivery obligations, insurance, the sharing of risk, warranties and support obligations and conflict of interest.
3. **Financial analysis**, - The financial evaluation process provides a consistent framework within which to compare tender offers that vary in such critical factors as the timing of payment, contract price adjustment, foreign exchange exposure, initial purchase price and whole of life costs. The aim of financial analysis is to compare the value of each product over its expected useful life or services over the period of the contract using an appropriate Discounted Cash Flow (DCF) technique. The most common measures used are:
  - present value (PV) or net present value (NPV)
  - rate of return per annum
  - pay back period.
  - The financial analysis should be conducted separately from all other considerations, and include all matters which can be costed.
4. **Economic Development and Community Service Obligations**
  - Such as impact on employment (e.g. equal opportunity), economic development (e.g. job creation) and the environment (e.g. use of recycled products). Often affects regional areas or disadvantaged groups
5. **Financial analysis** should review the financial impact of the tender on the customer including consideration of :
  - **Capital costs** - purchase price, installation costs, commissioning costs and training costs
  - **Operating costs** - labour costs, maintenance costs, Energy costs and licence fees;
  - **Revenue** (where appropriate) - earnings from operations and net resale value of items upon disposal.
  - **Cash Flow** - The amount and timing of payments to be made which should be set out in the standardised financial schedules of the tender document.

- **Contract Price Adjustment** - If relevant, an independently verifiable contract price adjustment formula must be provided by the tenderer in accordance with the standard form set out in the tender document.
- **Foreign Exchange Exposure** -If relevant exchange rate exposure should be identified

### **Written Tender Report Submission Guidelines**

- All written work is to be typed using Times Roman, 12 point font single spacing, and 2.5cm margins and to follow correct form, group cover sheet and table of contents. All papers must address all of the **requirements** identified.
- **Turnitin Submission** - Remember the essay must be your own work. Plagiarism is a serious offence. The written tender report must be submitted to the Turnitin plagiarism software in Microsoft Word format by the due date. To assist each group test for potential plagiarism issues your group can submit their report more than once up to the due date. Please make sure that only one member of your group submits the seminar report to Turnitin. **Your group's Turnitin user name must be Group number\_ Time\_Project Name. Also your Word document filename should be for example. MKTG205\_ Group 1\_Friday 9am\_Tender Report\_Laser Printers.** The **class ID and password** for Turnitin and the instructions to use it will be provided well before the assignment is due.
- A Late submission penalty will apply- 10% of the assignment value per day unless accompanied by a medical certificate.
- **You will be required to complete a confidential assessment of your own contribution as well as the contribution of other members of your group to the report and presentation.**
- All assignments must be referenced using the Harvard (author, date) method. Failure to follow this method will result in marks being deducted.
- Written reports which, in the opinion of the lecturer/tutor, employ disproportionately poor grammar and are poorly structured and written, and poor referencing will be assigned a grade that is one-letter lower than would otherwise be assigned.
- **Assessment Criteria:**  
The Written Report will be assessed using the following criteria:
  - Expression (spelling, syntax, grammar)
  - Description (accurate, coherent, unambiguous)
  - Argument (valid, logical, reasonable, powerful)
  - Relevance and Depth (with respect to each question)
  - Research(demonstration of effective use of relevant literature)



## **8.6 Assessment 4: Individual Participation (5%)**

Each student is assigned 5 marks for their participation. However, they are graded based on the following guidelines.

<b>Marks</b>	<b>Guide</b>
0	Below 80% of attendance as required by the Department (including week 1 to 13)
1	Has satisfied the attendance requirement but has not contributed to class activities; late for class for more than 3 times and/or leaves early
2	Has satisfied the attendance requirement and participated in class activities; occasionally late for class and/or leave early.
3	Has satisfied the attendance requirement, participated in class activities and contributed to class discussion; punctual for class and stays for whole class.
4	Has satisfied the attendance requirement, has participated in class activities and contributed to class discussion in relevant and constructive ways; punctual for class and stays for whole class..
5	Has satisfied all of the above and demonstrated excellence in their contribution to the dynamics of the course; punctual for class and stays for whole class.

## **9 GRADES**

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit.

The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark. For an explanation of the policy see:

<http://senate.mq.edu.au/rules/Guidelines2003.doc> or

<http://senate.mq.edu.au/rules/detailedguidelines.doc>

## 10 GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

[http://www.businessandconomics.mq.edu.au/for/new\\_and\\_current\\_students/undergraduate/admin\\_central/grade\\_appeals](http://www.businessandconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals)

## 11 SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

[http://www.mq.edu.au/policy/docs/special\\_consideration/procedure.html](http://www.mq.edu.au/policy/docs/special_consideration/procedure.html)

## 12 STUDENT RESPONSIBILITIES AND CONDUCT

### 12.1 Workload

It is expected that you will spend at least three hours per credit point per week over and above the face-to-face teaching studying this course. This time should be made up of reading, research, working on exercises and problems, and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater.

Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

Marketing is a very broad field. Often, we will be covering in one or two class sessions a topic that many people spend their lives trying to understand and master. Clearly, we will not have time to cover the nitty-gritty details of every topic. As such, *it is critical that students do the readings for each day before you come to class*. In class, we will go beyond the readings to highlight critical aspects of each topic. If you have not done the readings or case preparation for the day, you will not get much out of the lecture and discussion and your participation will suffer.

## **12.2 General Class Behaviour, Honour Code and Marketing Group Interaction**

All aspects of MKTG205 are conducted in accord with the following honour code:

1. You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class.
2. As a courtesy to other class members, please come on time and please do not leave before the end of class. University regulations indicate that if students attend less than eighty per cent (80%) of scheduled classes they may be refused final assessment.
3. Past experience indicates that it is difficult to do well in this course if you do not attend class on a regular basis. To provide an accurate measure of class attendance a class roll will be taken.
4. As would be expected, all work must be performed independently by each student or, where appropriate, by the members of the student's Project Group working together. The sharing of information between Project Groups is not acceptable.
5. The use of materials from other courses or from previous sessions– lecture notes, case analyses, problem solutions, or whatever – is also not acceptable.

## **13 ACADEMIC HONESTY (AND SUBMISSION TO TURNITIN.COM)**

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:

[http://www.mq.edu.au/policy/docs/academic\\_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the

University's practices and procedures on plagiarism. These can be found in the Handbook of Undergraduate Studies or on the web at:

<http://www.student.mq.edu.au/plagiarism/>

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

Remember your Group Proposal Assignment must be your own group's work. Plagiarism is a serious offence. We will be watching. Your group assignment and your Blue Ocean Game Reflective Learning Assignments must therefore be submitted to Turnitin at:

[www.turnitin.com](http://www.turnitin.com)

Once in Turnitin, submission of your group's report must be as a Word document (i.e. not PDF, PowerPoint, etc). To assist each group test for potential plagiarism issues your group can submit their major project more than once up to the due date. Please make sure that only one member of your group submits the report to Turnitin. Students must use their City University email address as their Turnitin username. The class password for Turnitin and the instructions to use it will be provided well before the assignment is due.

#### **14 STUDENT SUPPORT SERVICES**

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at <http://www.student.mq.edu.au>

#### **15 IT CONDITIONS OF USE**

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorised coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilising University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

**MKTG205 - LECTURE SCHEDULE-1**  
**FOR MACQUARIE UNIVERSITY Semester 2, 2010**

<b>Day No. Lecture Date</b>	<b>Topic</b>	<b>Readings/ Specific Tasks/ Tutorials</b>
Week 1, 6 August	<b>Introduction to Marketing Strategy</b> <ul style="list-style-type: none"> <li>• Course Assessment</li> <li>• Overview Subject Outline</li> </ul>	Hutt & Speh Business Marketing Management: B2B Chapter 1
Week 2, 13 August	<b>The Business Market: Perspectives on the Organizational Buyer</b>	Hutt & Speh Business Marketing Management: B2B Chapter 2 Form Groups (max 4) for Group Case Study and Tendering Group Project
Week 3, 20 August	<b>Organizational Buying Behaviour</b>  <b>The Tendering Process</b>	Hutt & Speh Chapter 3
Week 4, 27 August	<b>Customer Relationship Management Strategies for Business Markets</b>	Hutt & Speh Chapter 4  Tutorial : Groups 1-2 Case study Presentation and written report
Week 5, Session 8, 3 September	<b>Segmenting the Business Market and Estimating Segment Demand</b>	Hutt & Speh Chapter 5  Tutorial : Groups 3-4 Case study Presentation and written report
Week 6, 10 September	<b>1. Business Marketing Planning: Strategic Perspectives</b>  <b>2. Business Marketing Strategies for Global Markets</b>	Hutt & Speh Chapter 6  Hutt & Speh Chapter 7  Tutorial : Groups 5-6 Case study Presentation and written report
Week 7, 17 September	<b>Business Marketing Communications: Advertising and Sales Promotion</b>	Hutt & Speh Chapter 15  <b>Mid-Semester Exam to be held in Lecture Class</b>
<b>Mid Semester Break - Saturday 18 September to Monday 4 October 2010</b>		

<p>Week 8, 8 October</p>	<ol style="list-style-type: none"> <li>1. <b>Managing Products for Business Markets</b></li> <li>2. <b>Pricing Strategy for Business Markets</b></li> </ol>	<p>Hutt &amp; Speh Chapter 8</p> <p>Hutt &amp; Speh Chapter 14</p> <p>Tutorial - Tendering: Discussion</p>
<p>Week 9, 15 October</p>	<ol style="list-style-type: none"> <li>1. <b>Managing Innovation and New Industrial Product Development</b></li> <li>2. <b>Managing Services for Business Markets</b></li> </ol>	<p>Hutt &amp; Speh Chapter 9</p> <p>Hutt &amp; Speh Chapter 10</p> <p>Tutorial -Tendering: Discussion</p>
<p>Week 10, 22 October</p>	<ol style="list-style-type: none"> <li>1. <b>Business Marketing Communications: Managing the Personal Selling Function</b></li> <li>2. <b>Managing Business Marketing Channels</b></li> </ol>	<p>Hutt &amp; Speh Chapter 16</p> <p>Hutt &amp; Speh Chapter 11</p> <p>Tutorial -Tendering Discussion</p>
<p>Week 11, 29 October</p>	<p><b>Supply Chain Management</b></p>	<p>Hutt &amp; Speh Chapter 13</p> <p><b>Assessment of Tender Proposal: Group Tender Proposal Presentation for Groups 1-3</b> Each Group will make a 15 minute presentation (including questions) that summarises their tender proposal. It is expected that the strategic analysis and thinking conducted during previous weeks will be drawn upon for this presentation.</p>
<p>Week 12, 5 November</p>	<p><b>E-Commerce Strategies for Business Markets</b></p>	<p>Hutt &amp; Speh Chapter 12</p> <p><b>Assessment of Tender Proposal: Group Tender Proposal Presentation for Groups 3-6</b></p>
<p>Week 13, 12 November</p>	<p><b>Marketing Performance Measurement and Course Review</b></p>	<p>Hutt &amp; Speh Chapter 17</p> <p><b>Final Group Tender Proposal Report Due Friday 12 November</b></p>

# MKTG205 MARKETING TENDERING PROJECT 2010

## Team Agreement/Group Project Formation

In order to encourage commitment on the part of all group members, each team member will sign this Team Agreement which defines how the group will operate during the conduct of the Group Assignment. Each member of the group is to sign below to indicate that they will abide by the conditions of the agreement as set out below.

Tutor Name: \_\_\_\_\_ Group No: \_\_\_\_\_ Date: \_\_\_\_\_

Tutorial Time \_\_\_\_\_ Company \_\_\_\_\_

Student ID	Student Name	Email	Signature

1. Team Leader: \_\_\_\_\_ Mobile : \_\_\_\_\_

2. Manage Meetings: Time Required/When/Where/Frequency?  
\_\_\_\_\_

3. Measure Performance? – Meeting deadlines, grammar, etc  
\_\_\_\_\_  
\_\_\_\_\_

4. Team Goal(s)? HD, D, equal workload, attend all meetings, etc  
\_\_\_\_\_  
\_\_\_\_\_

5. Resolve problems/conflict/lack of co-operation/disruptive behaviour, etc?  
\_\_\_\_\_  
\_\_\_\_\_

6. Team Members Obligations (e.g. attend meetings on time; do all assignments on schedule; avoid personal conflict; allow free flow of ideas; listen to everyone; take personal responsibility for outcomes; inform people of decisions; make a file note after every meeting of future action steps and responsibility, help other team members to build their skills  
\_\_\_\_\_  
\_\_\_\_\_

7. How to share the workload?  
\_\_\_\_\_  
\_\_\_\_\_

8. Quality Audit? (e.g. grammar, referencing, meeting of assignment requirements, layout, etc)  
\_\_\_\_\_