MACQUARIE UNIVERSITY

FACULTY OF BUSINESS AND ECONOMICS

MKTG807
Business-to-Business Marketing
Semester 2, 2010

Department of Business

MACQUARIE UNIVERSITY
FACULTY OF BUSINESS & ECONOMICS
UNIT OUTLINE MKTG807

1.0 Information about this Course

Unit Number :	MKTG807
Unit Title:	Business-to-Business Marketing
Unit Weight:	4 Credit Points
Unit Level:	800
Year and Semester:	2010, Semester 2
Unit Convenor:	Dr David Gray
Assumed Knowledge:	Principles of Marketing

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.

Unit description:
The unit consists of a series of 13 lectures exploring the complexities of the buying and selling sides of modern business-to-business marketing.

Unit objectives:
This unit aims to develop an understanding of the business-to-business [B-2-B] marketing environment and the application of marketing practices to create the optimum environment for sales to be made from business-to-business.

These B-2-B 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 order to successfully complete the Unit you must:

- Attend and participate in the weekly seminars (i.e. at least 80% attendance is required)
- You must pass the individual assessment items (i.e. at least xxx)
- You must obtain an overall mark of at least 50%
- 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.

2.0 Teaching staff

Convenor: Dr David Gray
Telephone 9850-8453
Email: david.gray@mq.edu.au
Room: E4A Room 628

Consultation time: Before or After lectures.
Dr David Gray is Deputy Head and 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.

3.0 Classes:

Students must attend one of the following lectures:

MKTG807 / S / 2 / D Lecture_ 1 Class_01 Tue 14-17 Room E5A 107
MKTG807 / S / 2 / D Lecture_ 2 Class_02 Wed 13-16 Room E5A 131

- The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/
- The unit timetable can be found on the University web site at: http://www.timetables.mq.edu.au/

- Number and length of classes: 12 x 3 hour lectures PLUS 1x 3 hour exam:

- (MID-SEMESTER BREAK - 20 September - 1 October 2010)

4.0 Required and Recommended Texts and/or Materials

It will be assumed that you will have read the chapters assigned each week prior to attending lectures. The text covers some of the basic material and provides numerous examples.

4.1 Course resources/Prescribed Texts

Prescribed text
Title: Business Marketing: Connecting Strategy, Relationships, and Learning
Authors: Dwyer, Robert; Tanner, John
Edition: 4th Edition, 2009
ISBN: 9780073529905
Publisher: McGraw-Hill Australia & New Zealand (available from Bookshop)

Recommended supplementary text is:

Bly, R. W. (1998). *Business-to-Business Direct Marketing.* Chicago: NTC/Contemporary.
Bly, R.W. (2006). *The White Paper Marketing Handbook.* Mason, Ohio: Thomson Higher Education.
Carroll, B.J. (2006). *Lead Generation for the Complex Sale.* NY: McGraw-Hill.
Gerber, M.E. (2005). *E Myth Mastery*. Sydney: HarperCollins.
Kordupleski, R. (2003). *Mastering Customer Value Management.* New Jersey: Randolph.
Liker, J. (2004). *The Toyota Way*. NY: McGraw-Hill.
May, M.E. (2007). *The Elegant Solution. Toyota's formula for mastering innovation*. NY: Free Press.
Reichheld, F. (2006). *The Ultimate Question.* Boston: Harvard Business School Press.
Stallkamp, T. (2005). *SCORE! A better way to do business. Moving from conflict to collaboration*. New Jersey: Wharton / Pearson.
Stelzner, M.A. (2007). *Writing White Papers*. Poway, California: WhitePaperSource Publishing.

Recommended Journal Articles

Almquist, E., Wyner, G. (2001). Boost your marketing ROI with experimental design. Harvard Business Review. October. 135 – 141.
Elsbach, K. D. (2003). How to pitch a brilliant idea. *Harvard Business Review*. September. 117 – 123.
Kumar, N. (2006). Strategies to fight low-cost rivals. *Harvard Business Review.* December. 104 – 112.
Lay, P., Hewlin, T., Moore, G. (2009). In a downturn, provoke your customers. *Harvard Business Review.* March. 48 – 56.
Ledingham, D. & Kovac, M. & Simon H.L. (2006). The new science of salesforce productivity. *Harvard Business Review.* September. 124 – 133.
Malhotra,D, Bazerman, M.H. (2007). Investigative negotiation. *Harvard Business Review*. September. 73 – 78

Reichheld, F. F. (2003). The one number you need to grow. *Harvard Business Review*. December. 46 – 54.

Ulwick, A. W (2002). Turn customer input into innovation. *Harvard Business Review.* January. 91 – 97.

Recommended web sites.

Australia Post:	www.australiapost.com.au
Australian Competition & Consumers Commission	www.accc.gov.au
Drayton-Bird	www.draytonbird.com
White Paper Source	www.whitepapersource.com
Prime Resources Group	www.theprimesolution.com

Useful marketing tools

http://cob.jmu.edu/flahertb/merlot/spreadsheets/spreadsheetresources.html

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
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
Other publications	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

5.0 Unit web page

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

6. Learning Outcomes and Graduate Capabilities

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. The learning outcomes of this unit are for students to develop an ability to apply modern marketing practices to create the optimum environment for business-to-business marketing.

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.

Students will learn how to conduct market research aimed at providing prospective commercial customers with the outcomes they are seeking as solutions to their particular problems.

They will be able to understand the importance of corporate culture and learn to manage it within their own business and within that of their customer so they can exercise a sustainable competitive advantage in business-to-business transactions.

6.2 Learning Outcomes

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

SKILLS AND COMPETENCIES			
		Opportunity to Develop	**Assessed**
	SUBJECT SKILLS & COMPETENCIES		
1.	Assess the business-to-business marketing environment and understand its impact upon corporate culture.	X	X
2.	Understand and evaluate different marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises.		
3.	Apply marketing techniques and theories to develop creative solutions to business marketing and sales problems.		
4.	Critically analyse, discuss, and evaluate the literature on business-to-business marketing in relation to the relevant theories.		
5.	Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.		
6.	Assess market business opportunities and to identify and present practical solutions to complex business marketing problems.		
7.	Demonstrate use of written skills to integrate key marketing theoretic concepts and to create a coherent and theoretically rigorous argument.		
8.	Use secondary research skills to collect, collate and integrate scholarly peer reviewed journal opinion on applied marketing topics.		
9.	Understand the firm’s business relations and networks and their impact on competitive advantage		

6.3 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 MKTG807 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.

The graduate capability concerning critical, analytical and integrative thinking will therefore be developed throughout the MKTG807 Business-to-Business Marketing unit through both the unit's content and through its assessment.

7. Teaching and Learning Strategy

7.1 Approach to learning and teaching

- The unit is taught by lecture and major assignment (individual, **not group**) engaging the topics taught in a practical real world scenario.

- What is expected from students? Read in advance; follow current developments in the market place; be able to apply the lessons of the lectures (reflected in the lecture notes) to the major assignment; respond to questions raised during lectures; demonstrate enthusiasm for the subject; challenge the lecturer's assumptions during lectures and explore opposing points of view.

- Maintain a personal Reflective Journal online on Blackboard to show that you reflect regularly upon the lessons of the unit and their practical application to your own career challenges.

You are expected to attend all lectures and to contribute to the discussions that are encouraged there. To make the best contribution, and to receive the greatest benefit from this unit, you are expected to be alert outside lectures for every-day applications of the business-to-business marketing principles discussed in lectures.

Please refer to the schedule of learning activities by teaching week. This schedule outlines the key content to be discussed in each week's lectures.

7.2 Relationship of this course to other course offerings

This subject provides an analytical overview of B-2-B marketing in the broader context of corporate and business unit strategy. It builds on the general marketing knowledge students have gained in prior marketing fundamentals courses. Topics include: Strategic Decisions: Marketing Implications of Corporate Strategy decisions; Environmental Analysis; Measuring Market Opportunities; Targeting Attractive Market Segments; Differentiation and

Positioning Decisions; Strategic Relationships and Planning for New Products; Strategic Brand Management; Value Chain Strategy; Pricing Strategy and Management; Integrated Marketing Communications Strategies; Implementing and Managing Market Driven Strategies.

8. Relationship between Assessment & Learning Outcomes

8.1 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. Early Warning Test + Exam + Case Study Exercises). It is also a requirement that students attend at least 80% of lectures during the semester.

Assessment Task	**Due Date**	**Weight**	**Graduate Capability**	**Learning Objectives**
Individual Assessment Early Warning Test : 4x short essays on Lectures 1 - 5	Conducted during week 6 lecture 7-8 September	10%	A, D	1, 2, 3, 4
Final Examination	TBA	40%	A, B, D	1, 2, 3, 4, 5, 7, 9
B-2-B Tender Group Assessment (4,000 words)	Oral Presentations Weeks 12-13 (5%) Hardcopy (25%) due in Week 13 - 9-10 November in class	30%	A, B, C, D, E	1, 2, 3, 4, 5, 6, 7,8,9
Classroom attendance, and journal participation,	Week 1 - 13 inclusive	5%	A, B, D	1, 2, 3, 4, 5, 6, 7, 8, 9
Individual Assessment Case Study Analysis	Week 1 - 13 inclusive	15%	A, B, D	1, 2, 3, 4, 5, 6, 7, 8, 9
		100%		

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

8.2 Mid Semester Early Warning Test 10%

A quiz of 4 short essay style questions will be administered **DURING the lecture** in Week 6 of the Unit on 7-8 September, 2010. Students will be given one hour to complete the test.

The test will examine your knowledge of material covered in lectures 1, 2, 3, 4, 5.

Students may only sit for the test once. Failure to sit for the mid semester test will result in a zero grade. Students will only be given special consideration for non-attendance during the test under exceptional circumstances.

8.3 Final Examination (40%)

The Final Examination of students encourages them to demonstrate their comprehensive understanding of the avoidance of conflict in the business-to-business buyer-seller relationship and the profitability of a collaborative selling approach.

- Exam date: Week 13, 9-10 November, 2010. Time: During Lecture
- Exam duration 2.5 hours.
- Format of exam: essay questions…select **any 5** questions from a choice of 8. Each question is valued at 8 marks.
- **All students are required to pass the final examination to obtain a passing grade for the unit irrespective of accumulated marks.**
- Digital/Electronic devices and Calculators, electronic language translation devices are NOT permitted in the exam
- Dictionaries are NOT permitted in the exam

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/APSCon.pdf**

You are advised that it is Macquarie University policy not to set early or delayed 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 University examination period, and can attend the exam at the designated time and place.

8.4 B-2-B Tender Proposal (30%) Group Assessment

Written Report = maximum 25%
Oral Presentation =maximum 5%

The length of the final report [excluding table of contents, figures, tables and appendices] must not exceed 4000 words +- 10%.

The assessment tasks fulfil and evaluate the stated learning outcomes of the unit by providing students with the opportunity [via a practical 4000 word group work – assignment and oral presentation] to prove to themselves and the lecturer that they are capable of drafting a B-to-

B marketing strategy via a tender that would in all likelihood be acceptable to a "real world" senior corporate executive as a means of creating a sale and thereby a loyal customer. It should be of a high standard of business writing and presentation. It is assumed that this would be a new client.

For the purposes of the assignment it is assumed that 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.

Written and Oral Presentation Tender Report Submission Guidelines

Your assignment must be submitted in three stages:

- **STAGE 1: Week 2** - Submit in the lecture a team agreement form defining the responsibilities and obligations of each team member as the group tender assignment progresses.
- **STAGE 2: Week 11** - Submit softcopy to the plagiarism detection system 'Turnitin' before the deadline on 27 October, 5 pm sharp.
- **STAGE 3: Week 12-13 –** Group Oral Presentations. Each group is to make an oral presentation of their presentation. Maximum 15 minutes including questions. The assumption is that you are presenting your tender proposal to the potential new client.

The presentation is worth a maximum of 5 marks. You must think and act like this is a real submission to a potential new client.

- **STAGE 4: Week 13** - Submit a hardcopy to the Lecturer in the class 9-10 November: Submissions received after the deadline will lead to an automatic 5 mark per day deduction out of the total possible 30 marks for the assessment piece

- Please note that your hardcopy of the assignment must include the following:

    - BESS Cover sheet with student name, student ID number, Group Number, lecture day and time http://www.businessandeconomics.mq.edu.au/faculty_docs/student_support/Group_cover_sheet.pdf

    - Turnitin receipt email. This email provides time and date proof of assignment submission to the Turnitin system
    - Copy of the Originality report from Turnitin printed out in black and white, or colour

    - Any assignment not containing a student cover sheet, a print out of the Turnitin Receipt email stating time/date of submission, as well as the Turnitin Originality report will not be marked.

    - Expectations in relation to the presentation of written work: All written work to be submitted in typed format on A4 white paper, using only one side of the sheet, 12pt Arial typeface, single-spaced. Assignment to be contained securely in a ring or clip binder.
    - Referencing: You must prepare and present all written work associated with your Assessment Tasks in accordance with the requirements of the Harvard Referencing System:
      refer to http://www.lib.monash.edu.au/tutorials/citing/harvard.html

    - The 'In-Text' or Harvard method - Referencing is a system that allows you to acknowledge others' contribution to your writing. Whenever you use ANY words, ideas or information from ANY source in your assignments, you must reference those sources. There are different ways of referencing. This write-up describes the Harvard method.
    - **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. See Appendix 1**

    - 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.

- **<u>Assessment Criteria</u>**:
  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)

Tender Proposal Layout Structure

The organisation of your report should correspond to the following:

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

1. The Cover Letter Personalized to the client contact/decision maker, signed by the Manager/Managing Director Introduces and states the client's stated requirements Introduces our unique selling point Then Table of Contents (separate page)
2. Our introduction or purpose Summarizes main features of the tender and turns them into benefits. If anything cannot be made into a benefit, omit it Benefits should present a strong argument for selecting our firm
3. Understanding the business - The Problem or Opportunity Structured so that our firm's help is related to each problem/need of the client Sometimes you can include: client's current situation, client's future plans, future client challenges How we can help the client meet the future challenges
4. Technical and Commercial Qualifications supporting your argument Technical or professional analysis Commercial analysis, (analyzing the risks) Financial analysis (profitability and cash flow implications) Economic Development and Community Service Obligations Your team must be able to identify the features and benefits of awarding the tender to your firm Your team must be able to quantify the financial benefits of awarding the tender to your firm
5. Our approach to the job - The Benefits and Solution (Your project Plan) Description of the work-plan, emphasizing benefits & products What will we do on day one Timetable Reporting/communication features our methodology
6. Our Qualifications - Team & resources behind it (where the proposal focuses on skills or labour hire) introduction - common points about the team single point control - role of the client service manager individual resumes - role; problem solving case studies relevant resources/backup
7. Our Relevant Experience (where the proposal focuses on company capability) introduction - highlight relevant skills/expertise required highlight problem solving examples are we going to bear the cost of initial learning curve provide details of previous jobs completed & referees

8. Price/Cost and assumptions used (e.g.)
Fixed price vs hourly or percentage rate (cost breakdown including capital cost, installation, maintenance costs if relevant)
Specify variation assumptions re change to specification
Specify payment terms
For existing client and/or long-term contract compare rises with inflation, currency fluctuations
Then include any Appendices

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

8.5 <u>Case Studies (15%)</u>

The cases facilitate the discussion of marketing problems during the lectures. You should read these cases and literature carefully and come to class prepared to provide constructive input as the class works together to address the issues of the case.

Requirements:

- **<u>Each student must complete the write-up of four of the cases identified with 2 from weeks 3-5 and 2 cases from weeks 9-12</u>**
- Each case write-up should consist of maximum five (5) pages excluding tables and figures and should address the questions raised.
- A BESS INDIVIDUAL ASSIGNMENT COVER SHEET is required each case study/literature review available for download from the BESS website http://www.businessandeconomics.mq.edu.au/faculty_docs/student_support/Individual_cover_sheet_new.pdf
- Expectations in relation to the presentation of written work: All written work to be submitted in typed format on A4 white paper, using only one side of the sheet, 12pt Arial typeface, single-spaced. Assignment to be contained securely in a ring or clip binder.
- **<u>Referencing:</u>** You must prepare and present all written work associated with your Assessment Tasks in accordance with the requirements of the Harvard Referencing System: **refer to http://www.lib.monash.edu.au/tutorials/citing/harvard.html**
- Case study write-ups must be handed in at the start of the class in which the case will be discussed and emailed to your lecturer at-least 24 hours before the beginning of class. These cases will be graded based on the following criteria
- **<u>Assessment Criteria</u>**: Each case analysis or literature critique 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)

Week 3: - Market Opportunities
CASE ANALYSIS 1 - Text: Dwyer & Tanner - Business Marketing Chapter 5
Answer Both the Short Cases : 5.1 Gleason Printing and
5.2 Hi-Test: page 152

Week 4: Partnerships and Alliances and Co-operative Strategies

CASE ANALYSIS 2 -
Text: Dwyer & Tanner - Business Marketing
Case: Calox Machinery Corporation (A) & (B) : pp 509-519

Week 5: - Sales Management and Alternative Selling Approaches
CASE ANALYSIS 3 - Dwyer & Tanner - Business Marketing Chapter 13 - Answer Both the Short Cases: 13.1 Contemporary Technologies and 13.2 Jackson Timers and Controls: p394

Week 9: Integrated Marketing Communications
CASE 4 ANALYSIS -Text: Dwyer & Tanner - Business Marketing
Case: Text: Pfizer Inc. Animal Health Products (B) Industry Downturns and marketing Strategy, pp 593-601

Week 10 - One to one Media
CASE 5 ANALYSIS -Text: Dwyer & Tanner - Business Marketing Chapter 12
Case:12.1 Direct Marketing the NanoV, p361**:**

Week 12: Evaluating Marketing Efforts
CASE 6 ANALYSIS -Text: Dwyer & Tanner - Business Marketing Chapter 16 - Answer Case 16.1 Has the Fat Lady Sung? and Case 16.2 Centerberg Courier Strives for Relevance: p 500

8.6 Class Participation (5%)

Participation

Students are expected to engage with others in their class in order to generate meaningful class discussion. Students may utilize question and answer time, class activities, skits/role plays, games or the like, which are designed to educate and involve the audience in the case material.

Reflective Journal

Our Blackboard facility provides each student with a personal journal facility. Reflective journals provide students with early feedback on their whether or not they have fully understood the basic principles enunciated in lectures.

Only the individual student and the lecturer can read the journal entries. This provides students with the opportunity to reflect in writing upon the lessons learned each week. Experience has shown this to be a valuable learning tool.

Importantly, it also provides students who are shy of public discussion on issues they find opaque or confusing to air their concerns with the lecturer in private.

A Class Participation Mark up to 5% will be allocated based on the following criteria.

- Regularly attend class- greater than 80% attendance
- Regular completion of journal after each lecture
- Evidence of personal insight from the cases, major assignment and class participation

8.7 Grades

Please refer to relevant Bachelor Degree rule in the Handbook of Undergraduate Studies.

9 Student responsibilities and conduct

9.1 Workload

It is expected that you will spend at least **3 hours per week per credit point 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.

9.2 General Class Behaviour, Honour Code and Marketing Group Interaction

All aspects of MKTG807 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.

10 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

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 individual assignments must be your own group's work. Plagiarism is a serious offence. We will be watching. Your Blue Ocean Game Reflective Learning Assignment must therefore be submitted to Turnitin at www.turnitin.com

11 Referencing Guide

refer to http://www.lib.monash.edu.au/tutorials/citing/harvard.html

the 'In-Text' or Harvard method - Referencing is a system that allows you to acknowledge others' contribution to your writing. Whenever you use ANY words, ideas or information from ANY source in your assignments, you must reference those sources. There are different ways of referencing. This write-up describes the Harvard method.

12 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

13 Grade Appeal and Exam 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.businessandeconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals.

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.

16 Course Outline

MKTG807 - LECTURE SCHEDULE-1
FOR MACQUARIE UNIVERSITY Semester 2, 2010

Day No. **Lecture Date**	**Topic**	**Readings/ Specific Tasks/ Tutorials**
Week 1, 3-4 August	**Introduction to Business Marketing** • Course Assessment • Overview Subject Outline	Text: Dwyer & Tanner - Business Marketing Chapter 1 &2 **Form Groups** (max 4) for Group Case Study and Tendering Group Project
Week 2, 10-11 August	**The Business Market: Buyer Behaviour** **The Tendering Process** **Marketing Decision-Making and Case Analysis**	Text: Dwyer & Tanner - Business Marketing Purchasing - Chapter 3 Buyer Behavior Chapter 4 **STAGE 1: Team Agreement for Group Tender Proposal Assignment due**
Week 3, 17-18 August	**Segmenting the Business Market and Estimating Segment Demand**	Text: Dwyer & Tanner - Business Marketing Chapter 5 & 6 **CASE ANALYSIS 1** Text: Dwyer & Tanner - Business Marketing Chapter 5 - Answer Both the Short Cases Gleason Printing and Hi-Test: page 152
Week 4, 24-25 August	**Partnerships and Alliances and Co-operative Strategies**	**CASE ANALYSIS 2** Text: Dwyer & Tanner - Business Marketing Case: Calox Machinery Corporation (A) & (B) : pp 509-519
Week 5, 31 Aug-1 September	**Sales Management and Alternative Selling Approaches**	**CASE ANALYSIS 3** Dwyer & Tanner - Business Marketing Chapter 13 - Answer Both the Short Cases: Contemporary Technologies and Jackson Timers and Controls
Week 6, 7-8 September	**Developing and Managing Products: What Do Customers Want?**	Text: Dwyer & Tanner - Business Marketing Chapter 8 **FEEDBACK SESSION ON GROUP TENDER PROJECT** **SHORT ESSAY QUIZ IN LECTURE**
Week 7, 14-15 September	**Business Marketing Channels: Partners in Customer Service and Supply Chain Management**	Text: Dwyer & Tanner - Business Marketing Chapter 9

Mid Semester Break - 20 September to 1 October 2010		
Week 8, 5-6 October	**Weaving Marketing into the Fabric of the Firm**	Text: Dwyer & Tanner - Business Marketing Chapter 7
Week 9, 12-13 October	**Integrated Marketing Communications, Communicating with the Market: Advertising, Public Relations, and Trade Shows**	Text: Dwyer & Tanner - Business Marketing Chapter10 and 11 **CASE 4 ANALYSIS** Text: Dwyer & Tanner - Business Marketing Case: Text: Pfizer Inc. Animal Health Products (B) Industry Downturns and marketing Strategy, pp 593-601 **FEEDBACK SESSION ON GROUP TENDER PROJECT**
Week 10, 19-20 October	**One to One Media and E Marketing**	Dwyer & Tanner - Business Marketing **CASE 5 ANALYSIS** Text: Dwyer & Tanner - Business Marketing Chapter 12 Case:12.1 Direct Marketing the NanoV, p361
Week 11, 26-27 October	**Pricing, Customer Retention and Maximization,**	Text: Dwyer & Tanner - Business Marketing Chapter 14 and 15 **STAGE 2: Group Tender Proposal Assignment due to TURNITIN before 5pm 27 October**
Week 12, 2-3 November	**Evaluating Marketing Efforts**	**CASE 6 ANALYSIS** Text: Dwyer & Tanner - Business Marketing Chapter 16 - Answer Case 16.1 Has the Fat Lady Sung? and Case 16.2 Centerberg Courier Strives for Relevance: p 500 **STAGE 3:Tender Proposal Presentations in Lecture**
Week 13, 9-10 November	**Review all course topics and prepare for examination.**	**STAGE 3:Tender Proposal Oral Presentations in Lecture** **STAGE 4:Assignment due to be handed in as HARD COPY in Lecture**

MKTG807 B-2-B MARKETING GROUP 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)

____

MKTG807 B-2-B MARKETING TENDER GROUP PROJECT 2010 CONFIDENTIAL STUDENT EVALUATION OF MEMBER PARTICIPATION

In order to encourage equal participation on the part of all group members, each group will complete and turn in an evaluation of the group member. This evaluation will indicate the percentage of contribution of group members to the group's over-all performance in the group tendering assignment. Use the following format:

Lecturer____

Project Group No_______ Date: ____________________

Group Project Name: ______________________________________Mark___________

Each student should give each group member (including themselves) a participation mark out of 100%. Individual marks are calculated by multiplying the paper grade by the percentage awarded by peers. For example, if Joe Black was awarded 90% for his contribution to the assignment and his group received 36 out of 40 points for the project, Joe's individual mark would be 32.4%. Another student, awarded 100%, would receive 36 points.

Students can give each of the group members 100%. If this is done, each student receives the mark that was awarded to the total project (in the above example, 36 points). No student should receive 0% unless the student really did nothing to contribute to the completion of the project (for example, did not go to meetings, did not complete assigned tasks, and did not contribute to the conceptualisation of the project).

Student Name	**% Participation**	**Individual Mark**	**Signature**

In completing this form you should take into account:

1. Willingness of the individual to carry out jobs assigned
2. Ability of the individual to meet deadlines
3. Co-operation with other team members
4. Quality of the individual's work