

MACQUARIE
UNIVERSITY



FACULTY OF
BUSINESS AND ECONOMICS

Unit code: MKTG 807
Unit Name: Business-to-Business
Marketing

Second Semester, 2011

Department of Marketing & Management

**MACQUARIE UNIVERSITY
FACULTY OF BUSINESS AND ECONOMICS
UNIT GUIDE**

Year and Semester: 2011 Semester 2

Unit convenor: Associate Professor Hume Winzar

Lecturer in Charge: Bob Miller

Prerequisites: 24 credit points

Credit points: Four

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.

ABOUT THIS UNIT

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

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.

TEACHING STAFF

- Lecturer: Adjunct Prof. Robert (Bob) Miller (rob.miller@mq.edu.au; (0417208036))

Bob is an experienced professional marketing executive who was for many years General Manager, Marketing, for Toyota Motor Corporation in Australia. He has long experience in B2B marketing.

Bob runs his own business consultancy in Newtown, so he is not on campus much outside teaching hours.

CONSULTATION TIMES

- Consultation time with Bob Miller after or prior to lectures.
- You are encouraged to seek personal guidance from Bob at any mutually convenient time or by telephone or on Blackboard. In special circumstances, an appointment may be made outside regular consultation hours.
- Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

CLASSES

Lectures and Tutorials: <http://www.timetables.mq.edu.au/>

Classes will be conducted on Tuesdays in Room C5A313 2pm – 5pm.

- Medical certificates must be provided if you are not able to attend a class without incurring a penalty.
- Students are expected to arrive on time, and not to leave until the class ends.
- If you have a recurring problem that makes you late, or forces you to leave early, have the courtesy to discuss this with your lecturer/tutor.
- Students must be quiet during classes, unless of course when class participation is required.
- Mobile phones must be turned OFF and not simply set to 'silent'.
- Students who disturb or disrupt in lectures and tutorial class will be asked to leave.

PRIZES

- None

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

www.draytonbird.com

www.whitepapersource.com

www.theprimesolution.com

<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 Mag

TECHNOLOGY USED AND REQUIRED

- Students are required to learn how to use power point, word processing and *Blackboard*.

UNIT WEB PAGE

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

LEARNING OUTCOMES

This unit aims to assist students to operate in a complex and often turbulent business-to-business context by analysing and evaluating the drivers of success in business markets. The focus of the unit is on those factors which produce successful long-term customer-supplier relationships and the drive to achieve strategic competitive advantage. It is an applied unit and makes extensive usage of case studies and analysis of real-world situations to show students how to apply the theories, tools and techniques in specific business-to-business contexts in creative and innovative ways.

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

1. Assess the business-to-business marketing environment and understand its impact upon corporate culture.
 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.
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GRADUATE CAPABILITIES

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

In addition to the discipline based learning objectives above, Macquarie University also seek to develop the following 8 generic capabilities in our graduates in order to address the challenges, and to be effective, engaged participants in their world.

This unit contributes to this learning by helping student develop generic skills number 2, 3 and 4 below (in **bold** and *italicised*).

1. Critical, Analytical and Integrative Thinking
2. ***Problem Solving and Research Capability***
3. ***Creative and Innovative***
4. ***Effective Communication***
5. Engaged and Ethical Local and Global citizens
6. Socially and Environmentally Active and Responsible
7. Capable of Professional and Personal Judgement and Initiative
8. Commitment to Continuous Learning

TEACHING AND LEARNING STRATEGY

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.

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.

RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

	Individual Assignment (25%)	Group Report & Presentation (20%)	In-semester Test (15%)	Final exam (40%)	Total
Description	<p>You should read text book 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.</p> <p>Write-up four cases identified with 2 from weeks 3-5 and 2 cases from weeks 9-12</p>	<p>Each group will present a 4000 word case study in a tutorial.</p> <p>Marks for this project are made up of presentation (10%) and write-up (10%).</p>	<p>This quiz is 60 minutes held during Lecture #7. 40 multiple choice questions based on all material covered in weeks 1 to 5</p>	<p>The duration of the exam is 3 hour plus 10 minutes held during the university's exam period.</p> <p>5 short essay questions from a choice of 8</p>	
Due date	<p>Weeks 2 – 13 In lectures</p>	<p>Week 9 All report documents plus printed power point presentation slides are due in session when presented, to be submitted to your lecturer.</p>	<p>Week #7 LECTURES.</p>	<p>Please check the exam timetable for location and time.</p>	

	Individual Assignment (25%)	Group Report & Presentation (20%)	In-semester Test (15%)	Final exam (40%)	Total
Marking criteria/ standards & expectations	Students are expected to demonstrate argument, relevance, depth of analysis, clarity of expression.	Students must choose by week 2 a company listed on the Australian Stock Exchange top 200 companies focusing on business-to-business activities. Write a B2B marketing plan	This is an Early warning test to see if you have been studying.	Each of your 5 answers is expected to be a minimum of 400 words. You are expected to demonstrate insight into the whole unit's lessons in your answers...relate one lecture to another as proof of your understanding of this subject.	
Submission method	In class to lecturer	In class to lecturer	In LECTURE #7	n/a	
Feedback	Verbal and written feedback will be given in Lectures and Tutorials in week 11.	Written feedback will be given before the final examination.	Feedback will be given after the mid-session break in lectures.	n/a	
Estimated student workload (hours)	7 hours	30 hours	30 hours	30 hours	97 hours

	Individual Assignment (25%)	Group Report & Presentation (20%)	In-semester Test (15%)	Final exam (40%)	Total
Learning outcomes assessed:					
1. Understand, evaluate marketing techniques for gaining entry for your sales force to the offices of decision makers in large prospective customer enterprises.	5%		10%	20%	35%
2. Critically evaluate and reflect upon specific marketing decisions and marketing strategies through the use of applied questions and case study analysis.	5%	5%	5%	10%	25%
3. Demonstrate use of written skills to integrate key marketing theoretic concepts and to create a coherent theoretically rigorous argument.	5%	5%		10%	20%

	Individual Assignment (25%)	Group Report & Presentation (20%)	In-semester Test (15%)	Final exam (40%)	Total
Graduate capabilities assessed:					
1.Problem solving & analysis capability	5%				5%
2.Creative & persuasive	5%	5%			10%
3.Effective communication		5%			5%
Total	25%	20%	15%	40%	100%

- Students may only sit for the In-semester test once. Failure to sit for this test will result in a zero grade. Students will only be given special consideration for non-attendance under exceptional circumstances, supported by documentary proof (e.g., medical certificates).
- Students who failed their In-semester test will be counselled as an early warning that they have to work harder.
- Late submissions of assignments (up to 24 hours) will be penalised at 50% of the grade.

Examinations

A final examination is included as an assessment task for this unit to provide assurance that:

- i) the product belongs to the student and
- ii) the student has attained the knowledge and skills tested in the exam.

A 3-hour final examination for this unit will be held during the University Examination period. The University Examination period in Second Half Year 2011 is from 14 November to 2 December. 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/exam>

Successful completion of the unit may be conditional on a satisfactory assessment in the final 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>

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. The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: <http://www.mq.edu.au/policy/docs/examination/policy.htm>

ACADEMIC HONESTY

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

GRADES

Macquarie University uses the following grades in coursework units of study:

HD - High Distinction

D - Distinction

CR - Credit

P - Pass

F - Fail

Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:

<http://www.mq.edu.au/policy/docs/grading/policy.html>

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.businessandeconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals.

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

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>.

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.

Guidance on assignments

Case Studies (25%) Cases 1-3 = 6% each and case 4 = 7%

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:

- 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**
- 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.businessand economics.mq.edu.au/faculty_docs/student_support/ln dividua |_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 Times Roman 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>

- 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
- **Assessment Criteria:** Each case analysis or literature critique will be assessed using the following criteria:
 - o Expression (spelling, syntax, grammar)
 - o Description (accurate, coherent, unambiguous)
 - o Argument (valid, logical, reasonable, powerful)
 - o Relevance and Depth (with respect to each question)
 - o Research(demonstration of effective use of relevant literature)

Written case study write-ups 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.

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

Applied Case Study Group Assessment

20%

Students are required to complete a group applied case study assignment of around 4000 (+/-5%) words during the course. Students must choose by week 2 a company listed on the Australian Stock Exchange top 200 companies focusing on business-to-business activities.. The Applied case study project is worth a possible 25% of your total assessment.

The analysis must demonstrate an understanding of the (a) **Nature of the Industry, Market, and Buyer Behaviour** (b) **The Organization** and (c) **A Plan of Action including the potential to develop 'blue-ocean' strategies for that organisation.** Essentially this means that you will be asked to develop a practical business-to-business marketing plan that reflects the lessons of our text book and our lectures. An assessment guide is available to read at the end of this unit outline.

Your essay 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 assignment progresses.

STAGE 2: Week 9 - Submit hardcopy to lecturer in CLASSROOM C5A 313 on Tuesday October 11, at 2pm.

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.

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

Please note that your applied essay must include the following:

- Cover sheet with student name, student ID number, tutorial/class enrolment number, tutorial day and time

Any essay not containing a student cover sheet **will not be marked.**

- Expectations in relation to the presentation of written and/or oral work:

All written work to be submitted in typed format on A4 white paper, using **only one side** of the sheet, 12pt Times Roman typeface, 1.5-spaced. Assignment to be contained securely in a ring or clip binder.

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] to prove to themselves and the lecturer that they are capable of drafting a B-to-B marketing strategy 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. The report must also demonstrate how marketing theory covered during the course has been incorporated into your Report (citing appropriate references). It is likely that your team will need to conduct both primary (i.e. interviews/observation/surveys) and secondary research to support your case study. Secondary research only (i.e. industry studies, abs data, etc) case studies will score relatively low marks. This means that your group will need to thoroughly investigate the organization both from a theoretical and a practical perspective.

Structure of the Case Study Report

A. Executive Summary - 5% marks

B. Nature of the Industry, Market, and Buyer Behaviour – 25% of marks

1. What is the nature of the industry structure, conduct, and performance?
2. Who are the competitors, and what are their strengths and weaknesses?
3. How do consumers buy (why, where, when, how) in this industry or market?
4. Can the market be segmented? How? Can the segments be quantified?
5. What are the requirements for success in this industry?

C. The Organization – 20% of marks

1. What are the organization's mission, objectives, and distinctive competency?
2. What is its offering to the market? How can its past and present performance be characterized? What is its potential?
3. What is the situation in which the manager or organization finds itself?
4. What factors have contributed to the present situation?
5. What are its financial, human, and material resources?
6. What is the “fit” between it and its environment based on the SWOT?

D. A Plan of Action – 35% of marks

1. What emerging strategies, Blue-Ocean Strategies and actions are available to the firm based on the situation analysis?
2. What are the costs and benefits of action in both qualitative and quantitative terms?
3. Is there a disparity between what the organization wants to do, should do, can do, and must do?

E. Formulating the Case Analysis – 15% of marks

1. What will be the buyer, trade, and competitive response to each course of action?
2. How will each course of action satisfy buyer, trade, and organization requirements?
3. What is the potential profitability of each course of action?
4. Will the action enhance or reduce the organization's ability to compete in the future?
5. What is the best course of action to pursue?

When developing A Plan of Action and Formulating the case Analysis

possible emerging strategies: Examples are:

experiences marketing, viral marketing, Blue Ocean Strategy and its various techniques, cause related marketing (social marketing), corporate social responsibility & ethical marketing, green marketing, guerrilla marketing, niche marketing, neural marketing, relationship marketing, internet search marketing, ambush marketing, affinity marketing, affiliate marketing, peer to peer marketing, Web 2.0, word of mouth, blogging, product placement, podcasting, social media, event marketing, resource-based theory, relationship marketing, franchising, strategic alliances, employer/employee branding, outsourcing, private label branding, internal marketing.

When completing analysis of sections B & C of the Group Report select appropriate models, tools and techniques: Examples are:

Market orientation, PESTEL analysis, Porter's Diamond Model for Competitive Advantage, Porter's 5 Forces Model, industry evolution models, mapping competitive positions, market scanning, competitor analysis, industry systems analysis, scenario

analysis, strategic group analysis, business models, BCG Matrix Portfolio Analysis, GE Matrix of Portfolio Analysis, SWOT, Delphi Technique, shareholder value analysis, cost/benefit analysis, benchmarking, core competencies, buyer decision models, cognitive dissonance (part of consumer behaviour), hierarchy of effects model, customer lifetime value, customer satisfaction measurement, cultural dimensions theory (Hofstede), attribution theory (Fritz Heider), theory of planned behaviour (Icek Ajzen), Ansoff matrix, Miles and Snow strategic approaches, product life cycle, Servqual, new product diffusion models (e.g. bass), value chain analysis, the service strategy blueprint, new product pricing techniques, balanced scorecard, process theories of organisational development and change (Van De Van & Poole 1995).

You must prepare and present all written work associated with your Assessment Tasks in accordance with the requirements of the Publication Manual of the American Psychological Association. For a summary and examples of the key APA guidelines, see: <http://www.bedfordstmartins.com/online/cite6.html>

For a summary of the key issues that must be addressed in order to do so see the program's [Writing Guide](#).

References to be in keeping with **APA** guidelines & Macquarie University guidelines as detailed on the student information website.

BESS GROUP ASSIGNMENT COVER SHEET is required for all assignments, available for download from the BESS website

www.businessandeconomics.mq.edu.au/faculty.../Group_cover_sheet.pdf

- Work that is submitted late will lose 5 marks per day overdue, including weekends and holidays.

□ **Assessment Criteria:**

The Written Report will be assessed using the following criteria:

- o Expression (spelling, syntax, grammar)
 - o Description (accurate, coherent, unambiguous)
 - o Argument (valid, logical, reasonable, powerful)
 - o Relevance and Depth (with respect to each question)
 - o Research(demonstration of effective use of relevant literature)
- 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.

MKTG807 - LECTURE SCHEDULE Semester 2, 2011

Lecture Date	Topic	Readings/ Specific Tasks/ Tutorials
Week 1, 2 August	Introduction to Business Marketing <input type="checkbox"/> Course Assessment <input type="checkbox"/> Overview Subject Outline	Text: Dwyer & Tanner - Business Marketing Chapter 1 &2 Form Groups (max 4) for Group Case Study and Group Project
Week 2, 9 August	The Business Market: Buyer Behaviour The Tendering Process Marketing Decision-Making and Case Analysis/Business Marketing Planning	Text: Dwyer & Tanner - Business Marketing Purchasing - Chapter 3 Buyer Behaviour Chapter 4 STAGE 1: Team Agreement for Group Applied Case Study Project
Week 3, 16 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, 23 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, 30 August	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 pp394-395
Week 6, 6 September	Developing and Managing Products: What Do Customers Want?	Text: Dwyer & Tanner - Business Marketing Chapter 8
Week 7, 13 September	Business Marketing Channels: Partners in Customer Service and Supply Chain Management	Text: Dwyer & Tanner - Business Marketing Chapter 9 SHORT ESSAY QUIZ IN LECTURE

Mid Semester Break - Monday 19 September to Friday 30 September 2011

Week 8, 4 October	Weaving Marketing into the Fabric of the Firm	Text: Dwyer & Tanner - Business Marketing Chapter 7
Week 9, 11 October	Integrated Marketing Communications, Communicating with the Market: Advertising, Public Relations, and Trade Shows	Text: Dwyer & Tanner - Business Marketing Chapter 10 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 APPLIED CASE STUDY PROJECT
Week 10, 18 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, 25 October	Pricing, Customer Retention and Maximization,	Text: Dwyer & Tanner - Business Marketing Chapter 14 and 16
Week 12, 1 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
Week 13, 8 November	Review all course topics and prepare for examination.	

MKTG807 B-2-B MARKETING GROUP PROJECT 2011

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)
