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TAN TAO UNIVERSITY



SOCIALIST REPUBLIC OF VIETNAM
Independence – Freedom – Happiness

Course Syllabus

Academic Year: 2020-2021.

Section 1: General Information

Course Title	BUSINESS TO BUSINESS MARKETING
Course Code	BSA306
No. of Credits	3
Level	1
School	School of Business & Economics
Course Board	Undergraduate Business & Economics
Pre-Requisites	None
Class Hours	45 hours
Faculty's name	Ms. Nguyen Bang Trinh
Email	bangtrinh.nguyen1989@gmail.com
Mobile Phone	0976577880
Theory Period	45
Practice Period	0
Assessment Period	4
Self-study	90 hours

Section 2: Academic Content

Content Synopsis	This course provides an introduction to the strategic and tactical aspects of business marketing management. With the combination of lectures, cases, discussions, readings and assignments, the course helps to deepen students' knowledge of B2B value proposition, competitive realities of the global marketplace, customer relationships management, cross-functional decision-making process, and related areas, as well as gain understanding of how to manage and develop a successful marketing strategy in business markets.
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Learning Outcomes	<p>Upon successful completion of this course, students are expected to do the following:</p> <p>Knowledge:</p> <ol style="list-style-type: none"> 1. Understand the similarities and differences between consumer-goods and business marketing. 2. Recognize and understand the complex nature of B2B buying behaviour and the multifunctional nature of business marketing decision making. 3. Utilize market-driven approach and other developments/trends in B2B marketing. 4. Understand the patterns of buyer-seller relationships in the business markets. 5. Apply concepts/theories/techniques/tools to analyze business marketing situations and develop a successful integrated marketing plan.
	<p>Skills:</p> <ol style="list-style-type: none"> 1. Demonstrate an effective communicate skill in both written and oral forms. 2. Demonstrate an effective teamwork skill. 3. Utilize effectively software to serve for learning activities and projects/assignments. 4. Demonstrate the creativity and indenpence. 5. Apply critical thinking to deal with marketing issues, case-studies, real-life situations
	<p>Behavioural Competency:</p> <ol style="list-style-type: none"> 1. Demonstrate ethical and professional behaviour through class attendance, and compliance with TTU policies and guidelines related to academic integrity, plagiarism, academic honesty. 2. Demonstrate the spirit of self-study and proactive attitude in learning through reading the main text prior to class and completing all the assignments within the prescribed date.

Section 3: Course Contents

Session /Week	Topics
1	<ul style="list-style-type: none"> • Introduction and Course Overview <p><i>Readings: Course syllabus</i></p> <ul style="list-style-type: none"> • Grouping & Assigning project • A Business Marketing Perspective <p><i>Readings: Hutt & Speh, Chapter 1</i></p>
2	<ul style="list-style-type: none"> • Organizational Buying Behaviour <p><i>Readings: Hutt & Speh, Chapter 2</i></p> <ul style="list-style-type: none"> • Case discussion

3	<ul style="list-style-type: none"> • Customer Relationship Management Strategies for Business Markets <i>Readings: Hutt & Speh, Chapter 3</i> • Segmenting the Business Markets <i>Readings: Hutt & Speh, Chapter 4</i>
4	<ul style="list-style-type: none"> • Business Marketing Planning and Performance Measurement <i>Readings: Hutt & Speh, Chapter 5 & 15</i> • Case discussion
5	<ul style="list-style-type: none"> • Managing Products for Business Markets <i>Readings: Hutt & Speh, Chapter 7</i> • Case discussion
6	<ul style="list-style-type: none"> • Managing Services for Business Markets <i>Readings: Hutt & Speh, Chapter 8</i> • Case discussion
7	<ul style="list-style-type: none"> • Marketing Channels and Supply Chain Management <i>Readings: Hutt & Speh, Chapter 10 & 11</i> • Case discussion
8	<ul style="list-style-type: none"> • Business Marketing Strategies for Global Markets <i>Readings: Hutt & Speh, Chapter 6</i> • Case discussion
9	Mid-term Exam
10	<ul style="list-style-type: none"> • Pricing Strategies for Business Markets <i>Readings: Hutt & Speh, Chapter 12</i> • Case discussion
11	<ul style="list-style-type: none"> • Business Marketing Communications: Advertising and Sales Promotion <i>Readings: Hutt & Speh, Chapter 13</i> • Case discussion
12	<ul style="list-style-type: none"> • Business Marketing Communications: Managing the Personal Selling <i>Readings: Hutt & Speh, Chapter 14</i> • Case discussion
13	<ul style="list-style-type: none"> • Trends and Future of Business Marketing <i>Additional Readings</i> • Discussion board
14	Project Presentation
15	Revision and Final Exam

Section 4: Teaching and Learning Methods

A wide range of teaching and learning strategies will be employed. Formal lectures will be used for providing information, comparing, demonstrating skills and providing frameworks for the subject. Seminars will explore theories and issues in more depth using team work and small group discussions/presentations/case-studies and research to develop key skills and encourage a deeper approach to learning by encouraging critical reflection.

Assigned Readings

Students are expected to self-study which includes reading required text and supplementary reading materials before coming to class. Readings are assigned and will be discussed and applied in class.

Case Analysis

Case studies are important learning strategy in Business To Business Marketing. They provide an opportunity to students to how these marketing principles, concepts, tools, frameworks, techniques, etc. can be applied and implemented in the real-world situations. Students will be required to analyze the assigned cases based on application of B2B marketing concepts and discuss in the class.

Course work/assignment

Depending on the number of students who signed up for this course, the course assignment will be a team work of 3 to 4 members or individual work. The details of course assignment will be finalized and explained in the first week. The final work includes a group written report and project presentation.

All course works/assignments or any class activities shall be explained in detail during the first meeting.

Section 5: Indicative Reading List

Main text	Hutt, M. D. & Speh, T. W., Business Marketing Management: B2B, Cengage Learning, 2015. ISBN 13: 9781408093719
Supplemental Reading	Zimmerman, A., & Blyth, J., Business to Business Marketing Management, 2nd Edition, A Global Perspective, Routledge, 2013. Online Resources - Library

Section 6: Assessment Methods

Item	Weightage	Passing Mark	Assessed Learning Outcomes
Group/Individual Assignment	20%	50 pts.	Meeting All Learning Outcomes

Mid-Term Exam	20%	50 pts.	Meeting All Learning Outcomes
Final exam	35%	50 pts.	Meeting All Learning Outcomes
Case write-up	15%	50 pts.	Meeting All Learning Outcomes
Attendance	10%	70 pts.	

Grading

A+	97-100	4.0	Excellent
A	93-96	4.0	
A-	90-92	3.7	
B+	87-89	3.3	Good
B	83-86	3.0	
B-	80-82	2.7	
C+	77-79	2.3	Average
C	73-76	2.0	
C-	70-72	1.7	Unsatisfactory
D+	67-69	1.3	
D	65-66	1.0	
F	below 65	0.0	

A minimum mark of 50% is required to complete the module successfully. Grading follows the university guidelines on letter/decimal grade and GPA as clearly reflected in the Student Handbook. The professor will use rubrics based on the above-listed requirements to evaluate all written assignments/oral presentation (Please see attached Appendix 1 and 2).

Academic Honesty

TTU takes matters of academic honesty very seriously. Hence, cheating is absolutely prohibited such as copying the work of another person or published materials, permitting your work to be copied by another person, discussing answers or questions with a person who has not completed the case problem or examination. This is considered a breach to Tan Tao University's Student

Code of Conduct and in effect students may be subject for possible referral to the Associate Dean of Student Affairs for further disciplinary action.

Class Attendance and Participation

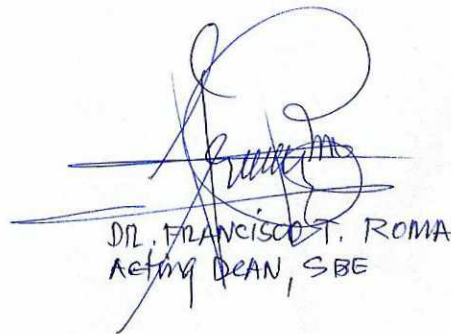
Attendance is necessary and a must for mastering the material in this course. Students are expected to attend at least 70% of the class sessions in order to qualify for academic credits. Attendance shall be checked every meeting. If the student is absent, there will be no opportunity to make up a case problem or examination for that missed class. Students are, likewise, expected to participate in class as much as possible. Hence, this requires reading the assigned topics before coming to class and engaging in class discussions and activities.

Students will be encouraged to use the internet as a source of contemporary materials for their studies where relevant information is freely available and always up to date.

Prepared by:



Ms. Bang Trinh Nguyen
SBE/Lecturer



DR. FRANCISCO T. ROMA
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