



## COURSE SYLLABUS

# Business to Business Marketing, 7.5 credits

*Business to Business Marketing, 7,5 högskolepoäng*

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| <b>Course Code:</b> MLGN13   | <b>Education Cycle:</b> First-cycle level           |
| <b>Confirmed by:</b> Council for Undergraduate and Masters Education Jan 4, 2013 | <b>Disciplinary domain:</b> Social sciences         |
| <b>Revised by:</b> Council for Undergraduate and Masters Education Mar 26, 2020  | <b>Subject group:</b> FE1                           |
| <b>Valid From:</b> Aug 17, 2020  | <b>Specialised in:</b> G2F                          |
| <b>Version:</b> 5  | <b>Main field of study:</b> Business Administration |

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### Intended Learning Outcomes (ILO)

On completion of the course the students will be able to

Knowledge and understanding

1. demonstrate knowledge about the fundamental content of business to business marketing

Skills and abilities

2. analyse, interpret and solve problems related to business to business marketing from relevant scientific, societal, environmental and ethical aspects.

3. apply marketing models to different firms' business activities different types of firms and their business activities

Judgement and approach

4. critically analyse and reflect upon ethical and quality issues in business to business marketing

### Contents

The aim of the course is to give the student a deep understanding of the field of Business to Business marketing through the concepts of business networks and value.

The course will cover the following aspects:

- Principles of business to business marketing
- Interaction and network approach
- Customer value
- The importance of technology and R&D
- Supplier, producer, and customer interaction
- Supplier markets and supply management
- Organisational buying behaviour
- Integration with other functions of the firm
- International and ethical aspects
- Quality- and Environmental aspects of business to business marketing

### Type of instruction

Lectures, tutoring and seminars.

The teaching is conducted in English.

### Prerequisites

60 credits in Business Administration or Economics or equivalent (or the equivalent).

### Examination and grades

The course is graded A, B, C, D, E, FX or F.

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Individual written Inspera exam (ILO: 1) representing 4.5 credits

Case seminar in group (ILOs: 2-4) representing 1.5 credits

Course project in group (ILOs: 2-4) representing 1.5 credits

Registration of examination:

| Name of the Test                | Value       | Grading        |
|---------------------------------|-------------|----------------|
| Individual written Inspera exam | 4.5 credits | A/B/C/D/E/FX/F |
| Case seminar in group           | 1.5 credits | A/B/C/D/E/FX/F |
| Course project in group         | 1.5 credits | A/B/C/D/E/FX/F |

### Course evaluation

It is the responsibility of the examiner to ensure that each course is evaluated. At the outset of the course, evaluators must be identified (elected) among the students. The course evaluation is carried out continuously as well as at the end of the course. On the completion of the course the course evaluators and course examiner discuss the course evaluation and possible improvements. A summary report is created and archived. The reports are followed up by program directors and discussed in program groups and with relevant others (depending on issue e.g. Associate Dean of Education, Associate Dean of faculty, Director of PhD Candidates, Dean and Director of Studies). The next time the course runs, students should be informed of any measures taken to improve the course based on the previous course evaluation.

### Other information

Academic integrity

JIBS students are expected to maintain a strong academic integrity. This implies to behave within the boundaries of academic rules and expectations relating to all types of teaching and examination.

Copying someone else's work is a particularly serious offence and can lead to disciplinary action. When you copy someone else's work, you are plagiarizing. You must not copy sections of work (such as paragraphs, diagrams, tables and words) from any other person, including another student or any other author. Cutting and pasting is a clear example of plagiarism. There is a workshop and online resources to assist you in not plagiarizing called the Interactive Anti-Plagiarism Guide.

Other forms of breaking academic integrity include (but are not limited to) adding your name to

a project you did not work on (or allowing someone to add their name), cheating on an examination, helping other students to cheat and submitting other students work as your own, and using non-allowed electronic equipment during an examination. All of these make you liable to disciplinary action.

#### Connection to Research and Practice

Business to business marketing is built upon both a Scandinavian research tradition in industrial marketing (the IMP-group) as well as resource-based theories. The course connects to the JIBS focus area of renewal through readings, case work and project work in the course. The course is closely connected to practice as students are given the opportunity to apply the theoretical knowledge to the real case company.

#### **Course literature**

- Selected articles. A complete list will be available at course start and the readings will all be available online.