

Business-to-business Marketing (F000699)

Due to Covid 19, the education and evaluation methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

Course size	<i>(nominal values; actual values may depend on programme)</i>		
Credits 6.0	Study time 180 h	Contact hrs	45.0 h

Course offerings and teaching methods in academic year 2020-2021

A (semester 1)	English	Gent	online seminar: coached exercises	0.0 h
			online lecture	0.0 h
			group work	21.25 h
			guided self-study	10.0 h
			lecture	3.75 h
			seminar: coached exercises	10.0 h

Lecturers in academic year 2020-2021

Van den Steen, Nils	EB23	staff member
Muyllé, Steve	EB23	lecturer-in-charge

Offered in the following programmes in 2020-2021

	crdts	offering
Master of Science in Business Engineering (main subject Data Analytics)	6	A
Master of Science in Business Engineering (main subject Finance)	6	A
Master of Science in Business Engineering (main subject Operations Management)	6	A
Exchange programme in Economics and Business Administration	6	A

Teaching languages

English

Keywords

Marketing and business markets, business market processes

Position of the course

The course is positioned to provide the students with key conceptual knowledge of, and important practical insight into business-to-business marketing.

Contents

The course is organized around three core business market processes: understanding, creating, and delivering value. Customer value is regarded as the cornerstone of business-to-business marketing and business market processes lie at its heart. More specifically, the following topics are addressed: market segmentation, customer value management, building customer value models, understanding customer firms, constructing flexible market offerings, pricing, brand architectures, business channel management, and the use of digital technologies in business markets.

Initial competences

Introduction to marketing.

Final competences

- 1 Comprehending the key processes that allow business firms to understand, create and deliver value to targeted business markets and customers.
- 2 Conducting customer value assessments.
- 3 Formulate realistic solutions to case studies in industrial marketing.
- 4 Apply the key conceptual knowledge and practical insight to firms.

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

This course unit cannot be taken via an exam contract

Teaching methods

Guided self-study, group work, lecture, seminar: coached exercises, online lecture, online seminar: coached exercises

Extra information on the teaching methods

Each of the distinct topics will be handled from a theoretical perspective as well as a business-oriented perspective by integrating plenary sessions, best practices, active class participation and discussion, case studies, and a field study group assignment. The case studies will be worked out in groups, both in class as in assignments.

Learning materials and price

- Class presentation handouts via online learning platform Ghent University.
- E-learning materials on online learning platform Ghent University.
- Case studies for in-class exercises and assignments. (Total licensing fee of 30-35€)
- Optional textbook: Business Market Management, James C. Anderson, James C. Narus & Das Narayandas 2009, Pearson Education International.

References

References to various scholarly articles complement the course package.

Course content-related study coaching

Active in-class discussions of learnings and key take-aways. Active support for field study group assignment.

Evaluation methods

end-of-term evaluation and continuous assessment

Examination methods in case of periodic evaluation during the first examination period

Written examination with open questions, open book examination

Examination methods in case of periodic evaluation during the second examination period

Written examination with open questions, open book examination

Examination methods in case of permanent evaluation

Assignment, peer assessment

Possibilities of retake in case of permanent evaluation

examination during the second examination period is possible in modified form

Extra information on the examination methods

The periodic evaluation consists of solving three case studies as a team, as well as executing a course project as a team in the field.
The written exam consists of a problem definition concerning specific business market processes. The exam is open book.

Calculation of the examination mark

End-of-term evaluation (50%)
Permanent evaluation (50%): Case studies (15%); Course Project (35%)
Peer evaluation is a part of the total evaluation.

Facilities for Working Students

An adjusted version of the course project can be completed individually.