

B2B

RWTHAACHEN
UNIVERSITY

(BUSINESS TO BUSINESS)



BUSINESS-TO-BUSINESS MARKETING COURSE OUTLINE

PROF. DR. STEFANIE PALUCH

School of Business and Economics

TIME Research Area | Service and Technology Marketing (**STM**)

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OCTOBER 2017

1 COURSE OVERVIEW

Course Name:	Business-to-Business Marketing
Degree Programmes:	1. Master BWL 2. Master Wirtschaftsingenieurwesen 3. Master Wirtschaftswissenschaften
Lecturer:	Prof. Dr. Stefanie Paluch
Contact:	Heiko Holz (heiko.holz@time.rwth-aachen.de)
Location and Time:	<p>Lecture: (B201, Kackertstr. 7) Thursday, October 12th, 2017 12.15 pm - 06.00 pm Thursday, October 26th, 2017 12.15 pm - 06.00 pm Thursday, November 16th, 2017 12.15 pm - 06.00 pm Thursday, November 23rd, 2017 12.15 pm - 06.00 pm</p> <p>Simulation Game: (SE 1, Kackertstr. 15) Thursday, October 19th, 2017 02.15 pm - 05.45 pm Thursday, November 30th, 2017 02.15 pm - 05.45 pm Thursday, December 14th, 2017 02.15 pm - 05.45 pm</p> <p>Sim. Game -Feedback Sessions: (B323, Kackertstr. 7) Thursday, November 9th, 2017 09.00 am – 12.00 pm Thursday, November 16th, 2017 09.00 am – 12.00 pm Thursday, February 22nd, 2018 09.00 am – 12.00 pm</p>
Content Description:	<p>Buying behaviour and thus marketing in business-to-business (B2B) settings are in many ways different from business-to-consumer (B2C) settings. This module provides advanced marketing students with insights about marketing of industrial goods and services for business customers. In addition to fundamental aspects of B2B marketing (e.g., organizational buying behaviour), more recent developments - such as B2B communication via social media - will be covered. Participants will learn the specific aspects of applying marketing theories and designing marketing strategies in B2B settings. Contents of this module include: (1) fundamental characteristics of industrial marketing management, (2) organizational buying processes, (3) marketing research for industrial markets, and (4) the general and business type specific development of marketing activities and programs for industrial markets.</p>
Qualification Objectives:	<p>The module will provide participants with advanced knowledge about decision models, planning methods, and specific instruments of industrial marketing management. After the course, participants will (a) know the specificities of marketing in a business-to-business context, (b) be able to analyse organizational buying processes and to derive implications for marketing and sales approaches, (c) have the theoretical knowledge and practical insights on how to design and implement B2B marketing strategies for different business types, and (d) be able to independently design, carry out, and analyse research projects on B2B marketing topics.</p>

Course Examination:	1) Written group assignment – Case Study (50%) 2) Written group assignment – Simulation Game (50%)
Participation Requirements:	Basic understanding of Marketing, solid command of English
Group Size:	40 participants (maximum)
Type of Teaching Event:	Lecture
Language:	English
Credits:	5
Attendance	Compulsory Attendance during the complete course

2 COURSE ORGANISATION

The course familiarizes students with the marketing of industrial goods and services for business customers. Based on the taught fundamentals of business-to-business marketing, students will implement their knowledge and skills in a simulation game. At the beginning of the semester, the course comprises four all-day sessions. The sessions include a mixture of learning activities – class discussions, lectures, case studies, and exercises.

Lecture	Session 1 12/10/2017	Session 3 26/10/2017	Session 4 16/11/2017	Session 5 23/11/2017
Room B 201, Kackertstraße 7	Session I 12.15 pm – 06.00 pm	Session II 12.15 pm – 06.00 pm	Session III 12.15 pm – 06.00 pm	Session IV 12.15 pm – 06.00 pm

3 Schedule – Simulation Game

Acting as CEO of a company that manufactures motors used in medical devices, students make a variety of marketing management decisions over a period of several quarters. This simulation focuses on the link between strategy formulation and execution, requiring students to face real-world challenges: budgeting for market research, evaluating investment in product/ features, and exploring the relationship between customer satisfaction and firm profitability. Students also explore segmentation, targeting, and positioning, and must learn to respond to customer needs while maintaining a level of consistency in marketing strategy formulation.

Simulation Game	Session 1 19/10/2017	Session 3 09/11/2017	Session 4 16/11/2017	Session 5 30/11/2017	Session 6 14/12/2017	Session 7 22/02/2018
Room SE 1, Kackertstr. 15; B323, Kackertstr. 7	Introduction to the Simulation Game 02.15 pm – 05.45 pm (SE 1)	Feedback Session (by appointment only) 09.00 am – 12.00 pm (B 323)	Feedback Session (by appointment only) 09.00 am – 12.00 pm (B 323)	Debrief session after first round of simulation 02.15 pm – 05.45 pm (SE 1)	Debrief session after second round of simulation 02.15 pm – 05.45 pm (SE 1)	Feedback session (by appointment only) 09.00 am – 12.00 pm (B 323)

4 Group Assignment

Each student will be assigned to a group typically consisting of four members, depending on the number of participants of the course. Each group is asked to submit a paper referring to a) the preparation of a case study and b) the content and their experience of the simulation game. More detailed information will be provided in the introduction session on October 12th regarding the lecture and on October 26th regarding the simulation game.

5 Readings

Michael D. Hutt; Thomas W. Spoh. Business Marketing Management: B2B, EMEA Edition, 1st Edition ISBN-10: 1-4080-9371-5 ISBN-13: 978-1-4080-9371-9

Additional Reading

Anderson, James C., James A. Narus, and Das Narayandas. Business Market Management: Understanding, Creating, and Delivering Value, 3rd ed. Upper Saddle River, NJ: Prentice Hall, 2009.

Further reading material will be distributed in class.

We hope you will enjoy the course and look forward to working with you!