



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
MKTG-388	Small Firms and B2B Marketing	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
MKTG-291	Management	Spring
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Elective	Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Marketing Faculty	3 <sup>rd</sup> , 4 <sup>th</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Co-requisites</b>
Face-to-face	N/A	None

### Course Objectives:

The main objectives of the course are to:

- provide the student with an introduction to the fundamental concepts of B2B marketing that is sufficiently authoritative to provide them with a firm foundation in an unfamiliar subject area, while acknowledging that areas of lively debate remain;
- compare, contrast and understand the need to place the organizational buying behaviour as a marketer, within the context of markets in which business customers compete, their business strategies and the contribution expected of purchasing to organizational performance;
- apply managerial decision making to run a business and create a plan for a sustainable competitive advantage for your business;
- evaluate small business marketing: Strategy and Research;
- demonstrate professional small business management and project the business plan of small firms;
- provide students with a comprehensive understanding of B2B marketing
- familiarize them with strategic decision making and the complexities of B2B vs Business 2 Consumer Strategic planning
- demonstrate how the traditional 4Ps can be applied to B2B marketing strategy.

**Learning Outcomes:**

After completion of the course students are expected to be able to:

1. Identify the dynamic nature of the business marketing environment and the basic similarities and differentiate between consumer-goods and business marketing.
2. Examine the decision process organizational buyers apply as they confront differing buying situations and the resulting strategy implications for the business marketer.
3. Determine how businesses segment their business markets, and the role of market segmentation in the development of business marketing strategy.
4. Assess marketing's strategic role in corporate strategy development.
5. Recommend how companies can build a strong b2b brand and provide competitively superior value to customers.
6. Organize for a successful channel strategy, both physical and virtual.
7. Demonstrate how the traditional 4 Ps are applied to b2b marketing strategy

**Course Content:**

1. Small firms: An overview
2. Small firms business management and entrepreneurship
3. Business-to-Business Markets and Marketing
4. Buyer Behaviour
5. Inter-Firm Relationships and Networks
6. Secrets of small firms success
7. Creativity and Innovation in small firms
8. Responsible Business-to-Business Strategy
9. Researching Business-to-Business Markets
10. Business Market Segmentation
11. Marketing & Relationship Communication
12. Relationship Communication and Key Account Management

**Learning Activities and Teaching Methods:**

Faculty and Guest-Lectures Seminars, Class discussions, In-class Practical Exercises, Case studies

**Assessment Methods:**

Participation, Quizzes, Midterm exam, Final exam

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Business-to-Business Marketing, 5 <sup>th</sup> ed.	Brennan, R., Canning, L., McDowell, R.	Sage	2020	9781526494399
Small Business Management Creating a Sustainable Competitive Advantage, 7 <sup>th</sup> ed.	Hatten, S. T.	Sage	2019	9781544330860

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
B2B Marketing Strategy: Differentiate, Develop and Deliver Lasting Customer Engagement	Taylor, H.	Kogan	2018	9780749481063