



Course Syllabus

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

Course Objectives:

The main objectives of the course are to:

- describe the characteristics of small firms and classify ways to court success in a small firm venture.
- articulate the differences between the small firm's manager and the entrepreneur.
- illustrate to the student an introduction to the fundamental concepts of B2B marketing that is sufficiently authoritative and determine a firm foundation in an unfamiliar subject area, while acknowledging that areas of lively debate remain;
- compare and contrast the need to place the organizational buying behaviour as a marketer, within the context of markets in which business customers compete.
- define managerial decision making to run a business and construct a plan for a sustainable competitive advantage for small firms.
- evaluate small firm marketing: Strategy and Research.
- classify professional small firm management and explain the business plan of small firms.
- prepare students to develop a comprehensive elaboration of B2B marketing for small firms.
- indicate students to construct an effective strategic decision-making plan and determine any complexities of B2B vs B2C strategic planning for small firms.
- ascertain 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. appreciate the differences between large and small firms.
2. correlate the symbiotic relationship between large and small firms.
3. classify the dynamic nature of the business marketing environment and the basic similarities and examine the differences between consumer-goods and business marketing.
4. study the traits and personal characteristics needed to be a successful entrepreneur.
5. explain the decision process organizational buyers apply as they confront differing buying situations and justify the strategy implications for the business marketer.
6. determine how businesses segment their business markets and explore the role of market segmentation in the development of business marketing strategy in small firms.
7. assess marketing's strategic role in corporate strategy development for small firms.
8. contrast how small firms can build a strong b2b brand and how they can illustrate competitively superior value to customers.
9. produce a successful channel strategy plan, both physical and virtual for small firms.
10. 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. Social entrepreneurs, ethics, and strategic planning
4. The business plan
5. Starting new business
6. Small business marketing: strategy and research
7. Small business marketing: location
8. Small business marketing: price and promotion
9. Professional small business management
10. Marketing strategy
11. B2B Marketing strategy model
12. Reporting templates for Marketers

Learning Activities and Teaching Methods:

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

Assessment Methods:

Participation, Quiz, Research paper, Midterm exam, Final exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Small Business Management Creating a Sustainable Competitive Advantage, 7 th ed.	Hatten, S. T.	Sage	2019	9781544330860

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
B2B Marketing Strategy: Differentiate, Develop and Deliver Lasting Customer Engagement	Taylor, H.	Kogan	2018	9780749481063
Business-to-Business Marketing, 5th ed.	Brennan, R., Canning, L., McDowell, R.	Sage	2020	9781526494399