



Course Code MKTG-388	Course Title Small Firms and B2B Marketing	ECTS Credits 6
Prerequisites MKTG-291	Department Marketing	Semester Fall
Type of Course Elective	Field Marketing	Language of Instruction English
Level of Course 1 st Cycle	Lecturer(s) Prof. Alkis Thrassou	Year of Study 2 nd , 3 rd or 4 th
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None

Objectives of the Course:

The main objectives of the course are:

- To introduce students to the characteristics and differentiating factors of small firms, as well as entrepreneurship
- To present the fundamentals principles of small firm marketing and entrepreneurship, consequent to their attributes and differences
- To introduce students to the concepts of ‘business-to-business’ marketing
- To present the planning and process differences of B2B marketing
- To link small firm and B2B marketing to the wider individual strategic marketing concepts, theories and processes (analysis, objectives, segmentation, targeting, positioning, marketing mix etc.)
- To familiarize students to the practical and real-life aspects and implementations of the studied theories and concepts of both the small firm and B2B subjects.

Learning Outcomes:

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

1. Identify the main and differentiating characteristics of small firms
2. Understand the fundamental principles of small firm and entrepreneurial marketing
3. Design and develop the individual parts of the marketing process specifically for small firms (analysis, objectives, segmentation, targeting, positioning, marketing mix etc.)
4. Identify the dynamic nature of the business marketing environment and the basic similarities and differentiate between consumer-goods and business marketing.
5. Examine the decision process organizational buyers apply in differing situations and the resulting strategic marketing implications for the business marketer.
6. Design and develop the individual parts of the B2B marketing process (analysis, objectives, segmentation, targeting, positioning, marketing mix etc.)
7. Understand how branding strategies are adapted to small firm and B2B marketing
8. Be able to practically apply their knowledge in the industry context

Course Contents:

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| <ol style="list-style-type: none"> 1. Small firm characteristics and differentiating factors 2. Entrepreneurship & family firms 3. Small firm marketing planning – <i>analysis, aims and objectives, segm/ targ./posit.</i> 4. Small firm marketing planning – <i>marketing mix & implementation</i> 5. Other small firm marketing matters: <i>branding, financing, continuity, CRM</i> 6. The concept and theory of B2B marketing 7. Consumer versus business goods 8. B2B marketing planning – <i>analysis, aims and objectives, segm/ targ./posit.</i> 9. B2B marketing planning – <i>marketing mix & implementation</i> 10. Other B2B matters: <i>branding, CRM, ethics</i> 11. From theory to practice |
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Learning Activities and Teaching Methods:

Lectures, practical exercises, discussions with class participation, case studies

Assessment Methods:

Final Exam, Project, Class Presentation, Class Participation
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Required Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN	Library access
Alkis Thrassou	Lecture Notes				
Maja Konecnik Ruzzier , Mitja Ruzzier , Robert D. Hisrich	Marketing for Entrepreneurs and SMEs: A Global Perspective	Edward Elgar Publishing	2013	1781955972, 9781781955970	
Hutt M.D. and Speh, T.W.	Business Marketing Management, 11th International Edition	South-Western	2013	9781133189572	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN	Library access
Steve Mariotti , Caroline Glackin	Entrepreneurship and Small Business Management, 2 nd Global Edition	Pearson Education	2015	9781292078670	
Brennan, R., Canning, L.,	Business-to-Business	Sage	2011	9781849201568	

McDowell, R.	Marketing, 2nd edition				
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E-book:

Authors	Title	Publisher	Year	Site Address	Library access
Chaston, Ian	Entrepreneurial Management in Small Firms	Los Angeles: SAGE Publications Ltd.	2009	http://web.a.ebscohost.com/ehost/detail/detail?vid=6&sid=2e043b82-9cc4-4fe3-ab26-0bf1cae3fa68%40sessionmgr4002&hid=4106&bdata=JnNpdGU9ZWhvc3QtbnG12ZQ%3d%3d#db=nlebk&AN=352689	Yes
Woodside, Arch G. Glynn, Mark S.	Business-to-business Marketing Management : Strategies, Cases, and Solutions	Bingley, U.K. : Emerald	2012	http://web.a.ebscohost.com/ehost/detail/detail?vid=31&sid=2e043b82-9cc4-4fe3-ab26-0bf1cae3fa68%40sessionmgr4002&hid=4106&bdata=JnNpdGU9ZWhvc3QtbnG12ZQ%3d%3d#db=nlebk&AN=450152	Yes