



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-388	Small Firms and B2B Marketing	6
Prerequisites	Department	Semester
Marketing 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 Yioula Melanthiou	2 nd , 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:

- 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. Business-to-Business Markets and Marketing
2. Buyer Behaviour
3. Inter-Firm Relationships and Networks
4. Responsible Business-to-Business Strategy
5. Researching Business-to-Business Markets
6. Business Market Segmentation
7. Market Communication
8. Relationship Communication and Key Account Management
9. Managing Product Offerings
10. Price-Setting in Business- to-Business Markets

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:

Title	Author(s)	Publisher	Year	ISBN
Lecture notes of Business-to-Business Marketing, 4th ed.	Brennan, R., Canning, L., McDowell, R.	Sage	2017	
Business-to-Business Marketing, 4th ed.	Brennan, R., Canning, L., McDowell, R.	Sage	2017	9781473973442

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Business-to-Business Marketing, 2nd ed.	Brennan, R., Canning, L., McDowell, R.	Sage	2011	978-1-84920-156-8