Stockholm Business School

Stockholm University

Syllabus

for course at first level

B2B Marketing and Sales
Industriell marknadsföring och försäljning

7.5 Higher Education Credits
7.5 ECTS credits

Course code:	FE3341
Valid from:	Spring 2021
Date of approval:	2020-04-24
Department	Stockholm Business School
Main field:	Företagsekonomi
Specialisation:	G1F - First cycle, has less than 60 credits in first-cycle course/s as entry requirements

Decision

This syllabus was approved by the Head of Department, Stockholm Business School, Stockholm University 2020-04-24.

Prerequisites and special admittance requirements

45 credits from Business Administration I and Business administration II, or 45 credits from Advertising and PR I and Advertising and PR II, or the equivalent,

Course structure

Examination code	Name	Higher Education Credits
3331	B2B Marketing and Sales	7.5

Course content

The course will survey the complexities facing any business-to-business marketer in analysing of its corporate clients, their purchasing needs and buying processes. Students will then gain an in-depth understanding of relationship management, decisional processes, supply chain considerations and e-commerce, among related topics. Thus this course will provide both theoretical understanding of and practical skills for the strategic marketing of goods and services in organisational settings.

The course will aim to cover most of the following topical areas:

- Business marketing environment

- Organisational purchasing behaviour

- Customer relationships and partnerships

- Segmenting and targeting business markets

- Business products and services

- Supply-chain and logistics management

- Pricing and financing

- Trade communications and shows

- Sales organisation and management

- Market intelligence and research

Learning outcomes

Intended Learning Outcomes

On completing this course, participants should be able to:

Knowledge and understanding:

1. Differentiate organisational markets from consumer markets and understand the unique characteristics of business goods and services.

2. Comprehend the competitive realities of the marketplace, relationship management, organisational decision making, supply-chain management, and product innovation.

Judgement and approach:

3. Compare and select between concepts, models and theories of business marketing with an emphasis on network perspectives.

4. Analyse business-to-business markets, competitive advantages, cross-functional processes, firm strategies and networks.

Skills and abilities:

5. Apply knowledge of buying behaviour, competition and cooperative strategies, and strategic alliances in business-to-business settings.

6. Integrate ethical considerations throughout the marketing mix for business goods and services in realistic cases.

Education

The course consists of a combination of lectures, seminars and group work and requires a significant portion of self-study on the part of students. Assessment for the course will be continuous and is carried throughout the different activities of the course.

The course workload (model: 40 hours per week equivalent to 1,5 ECTS) is allocated as follows:

Teacher-led lectures: 12 hours

Teacher-led seminars: 9 hours

Group work: 39 hours

Self-studies: 110 hours

Assessment: 30 hours

Total workload: 200 hours equivalent to 7,5 ECTS.

The language of instruction is English.

Please note that all teaching and learning activities - such as lectures, seminars, assignments and assessment tasks – are carried out in English when the language of instruction is English.

Forms of examination

Assessment for the course will be continuous and is carried throughout the different activities of the course. Each assessment task is weighted in relation to its importance in the overall assessment of the course. The

student's results from these different assessment tasks are added up to a total course score that will then translate into the final grade for the course.

Assessment tasks

The course contains the following weighted assessment tasks:

1. Oral presentation (case/topic) – team: assesses intended learning outcomes 1, 3, 4, 5; constitutes 30% of total course points.

2. Written essay/case report – team: assesses intended learning outcomes 2, 3, 4, 6; constitutes 20% of total course points.

3. Final exam / major project – individual: assesses intended learning outcomes 1, 2, 3, 4, 5, 6; constitutes 50% of total course points.

After completion of the course, students will receive grades on a scale related to the intended learning outcomes of the course. Passing grades are A, B, C, D and E. Failing grades are Fx and F. A grade Fx can be completed for a grade E.

A course grade comprises 0–100 course points. Receiving a final passing grade requires ≥ 50 course points. The scale for the final grade is tied to fixed score intervals:

A: 90-100; B: 80-89; C: 70-79; D: 60-69; E: 50-59; Fx: 45-49; F: 45

The grades correspond to the total score points a student obtains (over a total of 100) for all the weighted assessment tasks combined as part of the continuous assessment for the course.

Each assessment task is awarded 0–100-points. The score for a single assessment task is the number of points multiplied by its percentage weight, and the combined total of score points for all assessment tasks for the course are added up to a final score between 0 and 100 which then translates into a corresponding final course grade between A and F.

All assessment tasks are assessed on a 100-point scale.

The student is responsible for completing the course's assessment tasks: that a sufficient amount of course points is earned and a passing course grade is obtained. The course's final assessment task can be taken twice: 1) during the course's first scheduled occasion; and, if a passing result (≥ 50 course points) was not achieved at the first occasion, 2) at the course's second, scheduled occasion. All other assessment tasks are offered once during the course.

A passing grade (A–E) in the course is obtained when a student has achieved ≥ 50 course points.

A failing grade (Fx or F) in the course is obtained when a student has not achieved ≥ 50 course points:

- If 45–49 course points are achieved, a grade Fx is obtained, which can be completed for a grade E within 3 semester weeks after receiving instructions from the course director. If a complementary task is not completed within this time limit, and the course's two final assessment tasks have been accomplished, the course grade Fx is confirmed, implying that the student must re-register for the course and that previously acquired course points are forfeited. Note that first-time registered students have priority access to the seminar groups.

- If 45 course points are achieved, a grade F is obtained, implying that the entire course must be retaken and that previously acquired course points are forfeited.

Re-registration implies that:

- first-time registered students have priority access to the course's group registration;

- the final assessment task can be re-assessed without attendance at any of the course's other learning activities and without points from the course's other assessment tasks accredited.

Students receiving a passing grade may not retake the final examination or complete a previously not completed assessment task to attain a higher grade. A passing grade may not be turned into a failing grade upon the request of a student.

Assessment criteria

Assessment criteria are designed as overall assessments, combined qualitative descriptions of what the student is expected to do in order to demonstrate how well the course's learning outcomes are achieved. The assessment criteria are based upon the general abilities as expressed in the degree objectives of the Higher Education Ordinance (appendix 2, System of Qualifications). The list of abilities below is a compilation of these degree objectives. To pass the course (grade E) students should demonstrate general ability to:

- recall, understand and explain course content, the course subject and its scientific basis and methodology;

- apply course content;

- critically analyse course content;

- problematise course content;

- orally and in writing, present and discuss course content;

- assess course content in terms of scientific, social, and ethical aspects;

- relate course content to current social issues;

The following assessment criteria are used to decide to what extent students have demonstrated these abilities and hence fulfil the course's intended learning outcomes, whereby a grading decision can be made. A higher grade level presupposes the abilities at lower levels.

A (Excellent)
The student demonstrates ability to evaluate and relate to the content of the course from a comprehensive, critically reflective perspective, as well as to transfer and apply insights in new, meaningful contexts.

B (Very Good)
The student demonstrates ability to, from an overarching and coherent perspective of the field, understand and use concepts to explain how different aspects of the course relate to each other, interconnect and become meaningful.

C (Good)
The student demonstrates ability to discuss the content, tasks and complex issues dealt with in the course from several well-developed but mainly independent perspectives.

D (Satisfactory)
The student demonstrates satisfactory ability to discuss the content, tasks and complex issues dealt with in the course in a way that, albeit in-depth and elaborate, is decidedly one-dimensional.

E (Sufficient)
The student demonstrates sufficient ability to discuss the content, tasks and complex issues dealt with in the course in a way that is decidedly one-dimensional.

Fx (Fail)
The student's knowledge, skills and abilities display minor flaws, overall or in significant parts.

F (Fail)
The student's knowledge, skills and abilities display major flaws, overall or in significant parts.

Interim

If the course is discontinued, or its contents are substantially altered, students have the right to be examined according to this syllabus once per semester for three further semesters.

Limitations

This course may not be included in a degree together with a course, taken in Sweden or elsewhere, of identical or partially similar content.

Required reading

Required textbook:

The proposed textbook which students will be expected to purchase or have regular access for preparation to participate in both lectures and seminars is:

Hutt, M.D. & Speh, T.W. (2014). Business Marketing Management: B2B, EMEA edition. United Kingdom: South-Western / Cengage Learning.

A selection of academic articles (updated each semester, see the study guide).

Recommended alternative textbooks or reference books:

Anderson, J. C., Narus, J. A. & Narayandas, D. (2009). Business Market Management: Understanding, Creating, and Delivering Value, 3rd ed. Upper Saddle River, New Jersey: Pearson Prentice Hall.

Dwyer, R. F. & Tanner, J. (2008). Business Marketing: Connecting Strategy, Relationships and Learning. New York: McGraw-Hill.

Woodside, A. G.,ed. (2010). Organizational Culture, Business□to□Business Relationships and Interfirm Networks. Bingley, UK: Emerald.