



Undergraduate programmes

Syllabus

Business-to-Business Marketing

Module Code: BBM001
Credits: 20
IMM GSM: Year Level: 2/3
NQF Level: 7
Nature: Elective
Status: Undergraduate

Module Specific Outcome/s

Apply marketing principles in developing a marketing plan.
 Understand the marketing process.
 Discuss the various elements of business-to-business marketing strategy.
 Design and implement a marketing planning system.

Description of Units

Unit	Description	Learning Outcomes
1	Nature of business markets and business-to-business marketing	Identify the differences between consumer goods marketing and business marketing and explain how these differences contribute to the uniqueness of business marketing. Discuss the nature of demand for business products. Identify the types of customers in the business market. Explain the concepts supply chain management and relationship management. Discuss the development of high-performance criteria for relationships. Sketch the Relationship Development process and explain it in your own words by using examples. Illustrate how relationships can be safeguarded. Explain how the purchasing department contributes to the competitive advantage of a firm. Use the buy-grid model to explain the buy phases and the buy classes in business marketing. Illustrate the use of the multi-attribute decision making model Identify and explain the most recent trends in purchasing. Explain how the organisational buying process differs in the different buying situations. Discuss the forces that influence organisational buying behavior. Illustrate how knowledge of organisational buying behaviour enables the marketer to make more informed decisions regarding the marketing programme.
2	Value creation	Explain how organisations can maximise their value from current customers. Discuss and compare the alternative means of customer research. Segment business markets. Apply basic modules to evaluate the potential of market segments. Identify and discuss the elements of a business strategy. Discuss the steps in developing a strategy. Use the five forces model to explain the nature of competition in an industry. Discuss the requisites for a learning organization. Explain the role marketing plays in creating and maintaining a market orientation. Describe the internal partnerships that must be developed with marketing. Identify the skills that marketing managers need to build internal partnerships.
3	Business-to-business marketing programme	Apply the product life cycle approach to managing existing products. Discuss the process of developing new products. Identify and discuss the factors that contribute to the success or failure of new products. Provide guidelines on when to harvest products. Identify the channel alternatives in the business- to-business market Identify and describe the role of the different participants in the business-to-business marketing channel. Provide a step-by-step discussion of the channel design process. Discuss the channel management tasks. Identify and discuss the different classes of channel systems. Discuss the steps in the IMC planning process. Explain the strengths and weaknesses of the different IMC communication elements. Discuss the role of advertising in business-to-business marketing. Discuss the decisions that must be made when designing a business- to-

		<p>business advertising strategy. Illustrate the use of public relations. Illustrate how a trade show should be managed. Illustrate the role of sales in business marketing. Illustrate the role of sales in relationship building. Identify and discuss the components of sales force management. Discuss the role of price in the cost/benefit calculations of organisational buyers. Discuss the key components of the industrial pricing process. Discuss the following issues in price management:</p> <ul style="list-style-type: none"> Channel pricing Product line pricing Bidding Negotiations
4	Managing programmes	<p>Select appropriate tools of control for specific situations. Explain the use of the balanced score card. Discuss how control processes contribute to other organisational processes such as reengineering and strategic planning. Graph the profit implication over a range of customer retention probabilities. Describe the key avenues for bonding exchange parties in a relationship. Discuss three avenues for strengthening relationships.</p>