

## **The University of Auckland Business School**

### **Course Outline 2009**

### **MARKET 722: SPECIAL TOPIC: BUSINESS TO BUSINESS MARKETING (10 POINTS)**

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#### **Course Prescription**

This paper is designed to develop an appreciation and understanding of marketing theory and application relating to business to business marketing.

#### **Programme and Course Advice**

Prerequisite: Market.713 or BusAdmin. 762 or equivalent.

#### **Goals of the Course**

To provide students with a sound conceptual understanding of marketing with particular reference to business to business organisations; and how such concepts can be used to bring about improvement in personal and organisational performance.

#### **Learning Outcomes**

Students will be able to evaluate and explain in terms of contemporary theory and practice:

1. The distinctive characteristics of business to business marketing
2. The nature of buying practices, relationships and networks
3. The role of technology, innovation and NPD
4. Strategy development and implementation in the business to business context.

#### **Content Outline**

- Introduction & overview
- Business to business vs. business to consumer
- Role of technology
- New product and service development
- Transactions, relationships and networks
- Stages vs. states of relationships
- Segmentation and implementation
- Relationship marketing and key account management
- Gain vs. retain customers
- Lifetime value

## Learning and Teaching

This course is taught in 18 hours over a two week period in Quarter 2:

Day	Time
Wednesday 21 <sup>st</sup> January	5:30-8:30 pm
Saturday 24 <sup>th</sup> January	9-5 pm
Tuesday 27 <sup>th</sup> January	5:30-8:30 pm
Thursday 29 <sup>th</sup> January	5:30-8:30 pm

The course process is interactive and will include a number of cases that students are expected to prepare for discussion and presentation in class. Teaching methods will also include lectures, videos, and syndicate work. Active discussion and participation is encouraged, the course will also draw on many practical examples and students are encouraged to draw on their own experience to question, challenge and explore the issues. Students are expected to use at least six additional hours each week in reading and preparing for the class. Active participation is essential and students will be expected to master material assigned in readings, presented in class lectures and discussions.

This course is both appropriate and relevant for students of both marketing and management, and will be of benefit to those who wish to expand and extend their marketing knowledge relating specifically to the context of business to business. The course will also discuss the implications for managers working in a marketing role who need to develop an understanding not just of marketing concepts but who need to bring about improvements in marketing practice.

## Teaching Staff

**Roger Palmer** (Visiting Professor)  
Professor of Marketing and Management  
Henley School of Management,  
Henley-on-Thames, UK  
[Roger.palmer@henley.reading.ac.uk](mailto:Roger.palmer@henley.reading.ac.uk)

Course Coordinator:  
**Omar Fahmy**  
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## Learning Resources

There is no required text, a Course Book & Readings will be provided.

## Assessment

Business case analysis & presentation 100%

Assessment	Description	Weight	Learning outcomes
Case analysis	Thursday 29 <sup>th</sup> January	50%	1,2,3,4
Case presentation	Thursday 29 <sup>th</sup> January	50%	1,2,3,4

Assignments are subject to change. Details will be provided in the Course Book, which will be provided to participants on course commencement.  
Minimum requirement to pass the course: 50% overall aggregated marks.

## **Roger Palmer**

MBA, PhD, DipM FCIM FHEA ARAgS

Professor of Marketing and Management,  
Henley School of Management,  
Henley-on-Thames  
UK



**Areas of Expertise:** Marketing strategy, Business to business marketing, Relationship and value management, Marketing implementation and practice, Technological innovation

### **Professional Expertise:**

Roger has a background in the agriculture, food, chemical and pharmaceutical sectors. He has worked in a range of functional areas including research, technical support and sales and marketing. He has substantial senior management experience having for many years held positions as marketing director and chief executive. He also established a greenfield start-up business which he ran successfully for a number of years before selling to a larger group. He is a senior examiner with the Chartered Institute of Marketing and is a member of the editorial boards of several international journals. He is a Visiting Professor at the Brisbane Graduate School of Business and regularly teaches at other universities around the world.

### **Research:**

His initial PhD research was with a number of multinational companies and was conducted across Europe and North America. The topic of his work involved the marketing practices of mature businesses that contributed to improvements in profitability. He is a leading member of the Contemporary Marketing Practice research group, an international group of researchers based at the University of Auckland. He is particularly interested in the development and subsequent implementation of the strategy. He has published widely in a range of academic journals, and his fourth book was published in June 2007.

### **Expert opinion:**

His consultancy work includes the development and implementation of strategy in manufacturing and technology-based businesses and the development of sustainable, practical marketing programmes and activities.