

COURSE GUIDE

<u>Subject name</u>	Business-to business-marketing
<u>Course of study</u>	Quality and Production Management
<u>The form of study</u>	Full-time
<u>Level of qualification</u>	First
<u>Year</u>	I
<u>Semester</u>	II
<u>The implementing entity</u>	Institute of Marketing
<u>The person responsible for preparing</u>	dr Katarzyna Łazorko
<u>Profile</u>	General academic
<u>ECTS points</u>	3

TYPE OF TEACHING – NUMBER OF HOURS PER SEMESTER

LECTURE	CLASS	LABORATORY	PROJECT	SEMINAR
15	15	-	-	-

COURSE AIMS

- C1. Understanding the basic issues of functioning the B2B market.
- C2. Ability to create marketing strategies for B2B entities.

ENTRY REQUIREMENTS FOR KNOWLEDGE, SKILLS AND OTHER COMPETENCES

- 1. Basic knowledge of market functioning.
- 2. Basic knowledge of micro- and macro-economy.
- 3. Basic knowledge of management and entrepreneurship issues.

LEARNING OUTCOMES

- EU1. Student can present the purchase procedures in organisations.
- EU2. Student can design a methodology for specific research purpose.
- EU3. Student can segment the B2B market.
- EU4. Student is able to prepare a marketing strategy for the enterprise operating in the B2B sector.

COURSE CONTENT

Type of teaching – LECTURE	Number of hours
W1. Marketing- its defining, core issues, philosophy.	1
W2,W3. B2B sector characteristic, B2B marketing.	2
W4. Buying procedure in organisations.	1
W5. Market research.	1
W6. Marketing segmentation.	1
W7. Marketing strategies.	1
W8. Marketing-mix for the B2B sector.	1
W9. Product placement.	1
W10.Products and their quality in the B2B sector. Life cycles of products.	1
W11. Price strategies.	1
W12. Promotion mix.	1
W13. Creation of relations during purchase processes - the role of personal selling in B2B marketing.	1
W14. Internal marketing.	1
W15. CSR, sustainability of business.	1
Type of teaching – CLASS	Number of hours
C1-Introduction.	1
C2- C3 - B2B marketing.	2

C4, C5- Buying centers organisation - examples.	2
C6, C7- Market research - case studies.	2
C8 C9 - Market segmentation, product placement - case studies.	2
C10,C12 - marketing strategies for B2B sector tools, examples, projects.	2
C13,C14 – Relationship Marketing.	2
C15 – Test.	1

TEACHING TOOLS

1. Books and papers in different types of specialist publications.
2. Audiovisual presentation
3. Case study

WAYS OF ASSESSMENT (F – FORMATIVE, P – SUMMATIVE)

- F1. Evaluation of the implementation tasks in the classroom.
 F2. Evaluation of the projects prepared by students.
 P1. Final test.

STUDENT WORKLOAD

Form of activity		Average number of hours for realization of the activity		
		[h]	ECTS	ECTS
Contact hours with the teacher	Lecture	15	0.6	1.0
Preparing to test		10	0.4	
Contact hours with the teacher	Class	15	0.6	1.2
Preparing to classes		15	0.6	
Getting acquainted with the indicated literature		15	0.6	0.6
Consultation		5	0.2	0.2
TOTAL NUMBER OF HOURS / ECTS CREDITS FOR THE COURSE		75	3	

BASIC AND SUPPLEMENTARY RESOURCE MATERIALS

Basic resources

1. Hackley C. Advertising and Promotion. Sage, 2005.
2. Egan J. Relationship Marketing. Pearson, 2011.
3. Elliot G., Rundle S., Waller D. Marketing. J.Willey&Sons, 2012

Supplementary resources

1. Lingqvist O., Lun Plotkin C., Stanley J. The B2B Customer Decision Journey: The Route To Increased Sales (<https://www.forbes.com/sites/mckinsey/2013/04/24/the-b2b-customer-decision-journey-theroute-to-increased-sales/#234023064c67>).
2. Mazurek G., Tkaczyk J. (ed.) The Impact of the Digital World on Management and Marketing. Kozminski University, 2016.
3. Bachnik K. Consumer Behaviour: Implications for Marketing. SGH, 2016.

TEACHERS (NAME, SURNAME, E-MAIL ADDRESS)

dr inż. Katarzyna Łazorko, katarzyna.lazorko@wz.pcz.pl

MATRIX OF LEARNING OUTCOMES REALISATION

Learning outcome	Reference of given outcome to outcomes defined for whole program (PRK)	Course aims	Course content	Teaching tools	Ways of assessment
EU1	K_W02, K_U10, K_K04	C1	W4, C4-C5	1, 2	F1, P2
EU2	K_W02, K_U02, K_U10, K_K04	C1	W5, C6-C7	1, 2	F1, P2
EU3	K_W02, K_U10, K_K04,	C2	W6, C8-C9	1, 2	P1, P2

EU4	K_W02, K_U10, K_K04,	C2	W7-W14, C10-C14	1, 2	P1, P2
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FORM OF ASSESSMENT - DETAILS

	grade 2	grade 3	grade 4	grade 5
EU1	Student can't present the purchase procedures in organisations.	Student can present the purchase procedures in organisations.	Student can present the purchase procedures in organisations and indicate members of.	Student can present the purchase procedures in organisations and indicate members of.
EU2	Student can't create methodology for particular research purpose.	Student can create methodology for particular research purpose.	Student can create methodology for particular research purpose.	Student can create methodology for particular research purpose and design adequate research tool.
EU3	Student can't segment the B2B market.	Student can segment the B2B market.	Student can segment the B2B market and indicate briefly options for placement of an offer.	Student can segment the B2B market and indicate options for placement of an offer.
EU4	Student is not able to prepare a marketing strategy for the enterprise operating in the B2B sector.	Student is able to prepare general overview of a marketing strategy for the enterprise operating in the B2B sector.	Student is able to prepare some parts marketing strategy for the enterprise operating in the B2B sector.	Student is able to prepare a complete marketing strategy for the enterprise operating in the B2B sector.

ADDITIONAL USEFUL INFORMATION ABOUT THE COURSE

1. Information where presentation of classes, instruction, subjects of seminars can be found, etc. - presented to students during first classes, if required by the formula classes are sent electronically to the e-mail addresses of individual dean groups.
2. Information about the place of classes - Information can be found on the website of the Faculty of Management.
3. Information about the timing of classes (day of the week / time) - Information can be found on the website of the Faculty of Management.
4. Information about the consultation (time + place) - Information can be found on the website of the Faculty of Management.

