

## Business-to-business Marketing (F000699)

**Course size** *(nominal values; actual values may depend on programme)*

**Credits 6.0**

**Study time 180 h**

**Course offerings and teaching methods in academic year 2026-2027**

A (semester 1)

English

Gent

group work

seminar

lecture

independent work

**Lecturers in academic year 2026-2027**

Muylla, Steve

EB23

lecturer-in-charge

**Offered in the following programmes in 2026-2027**

Master of Science in Business Engineering(main subject Data Analytics)

6

**offering**

A

Master of Science in Business Engineering(main subject Finance)

6

A

Master of Science in Business Engineering (Double Degree)(main subject Operations Management)

6

A

Master of Science in Business Engineering(main subject Operations Management)

6

A

Exchange programme in Economics and Business Administration

6

A

**Teaching languages**

English

**Keywords**

Marketing and business markets, business market processes

**Position of the course**

The course is positioned to provide the students with key conceptual knowledge of, and important practical insight into business-to-business marketing.

**Contents**

The course is organized around three core business market processes: understanding, creating, and delivering value. Customer value is regarded as the cornerstone of business-to-business marketing and business market processes lie at its heart. More specifically, the following topics are addressed: market segmentation, customer value management, building customer value models, understanding customer firms, constructing flexible market offerings, pricing, brand architectures, business channel management, and the use of digital technologies as well as data analytics applications in business markets.

**Initial competences**

Introduction to marketing: understanding and being able to apply the basic concepts of marketing, including segmentation, targeting, positioning, as well as pricing, brand management, and distribution. No knowledge of programming or advanced mathematics and statistics is required.

**Final competences**

- 1 Comprehending the key processes that allow business firms to understand, create and deliver value to targeted business markets and customers.
- 2 Conducting customer value assessments.
- 3 Formulate realistic solutions to case studies in industrial marketing.
- 4 Apply the key conceptual knowledge and practical insight to firms.

**Conditions for credit contract**



Access to this course unit via a credit contract is determined after successful competences assessment

### Conditions for exam contract

This course unit cannot be taken via an exam contract

### Teaching methods

Group work, Seminar, Lecture, Independent work

### Extra information on the teaching methods

Each of the distinct topics will be handled from a theoretical perspective as well as a business-oriented perspective by integrating plenary sessions, best practices, active class participation and discussion, case studies, and a field study group assignment. The case studies will be worked out in groups, both in class as in assignments.

### Study material

Type: Handbook

Name: Business Market Management, James C. Anderson, James C. Narus & Das Narayandas 2009, Pearson Education International.

Indicative price: € 60

Optional: yes

Language : English

Author : James C. Anderson, James C. Narus & Das Narayandas

ISBN : 978-0-13600-088-4

Number of Pages : 496

Online Available : Yes

Available in the Library : Yes

Available through Student Association : No

Type: Slides

Name: Class presentation handouts

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

Online Available : No

Available in the Library : No

Available through Student Association : No

Type: Handouts

Name: Case studies for in-class exercises and assignments

Indicative price: € 35

Optional: no

Language : English

Available on Ufora : Yes

Online Available : Yes

Available in the Library : No

Available through Student Association : No

Usability and Lifetime within the Course Unit : intensive

Usability and Lifetime within the Study Programme : one-time

Type: Handouts

Name: E-learning materials

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

Online Available : No

Available in the Library : No

Available through Student Association : No

### References

References to various scholarly articles complement the course package.

### Course content-related study coaching

Active in-class discussions of learnings and key take-aways. Active support for field study group assignment.



**Assessment moments**

end-of-term and continuous assessment

**Examination methods in case of periodic assessment during the first examination period**

Written assessment with open-ended questions

**Examination methods in case of periodic assessment during the second examination period**

Written assessment with open-ended questions

**Examination methods in case of permanent assessment**

Peer and/or self assessment, Assignment

**Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible in modified form

**Extra information on the examination methods**

The periodic evaluation consists of solving three case studies as a team, as well as executing a course project as a team in the field.

The written exam consists of a problem definition concerning specific business market processes. The exam is open book.

**Calculation of the examination mark**

End-of-term evaluation (50%)

Permanent evaluation (50%): Case studies (15%); Course Project (35%)

Peer evaluation is a part of the total evaluation.

**Facilities for Working Students**

An adjusted version of the course project can be completed individually.