

Business and International Marketing (F000938)

Due to Covid 19, the education and assessment methods may vary from the information displayed in the schedules and course details. Any changes will be communicated on Ufora.

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

Credits 3.0

Study time 90 h

Contact hrs

30.0h

Course offerings and teaching methods in academic year 2021-2022

A (semester 2)

English

Gent

group work

7.5h

online seminar: coached

7.5h

exercises

lecture

15.0h

Lecturers in academic year 2021-2022

Standaert, Willem

EB23

lecturer-in-charge

Offered in the following programmes in 2021-2022

crdts

offering

Master of Science in Teaching in Economics(main subject Business Economics)

3

A

Master of Science in Business Economics (main subject Accountancy)

3

A

Master of Science in Complementary Studies in Business Economics(main subject Business Economics)

3

A

Master of Science in Business Economics (main subject Corporate Finance)

3

A

Master of Science in Business Economics (main subject Marketing)

3

A

Exchange programme in Economics and Business Administration

3

A

Teaching languages

English

Keywords

Business Marketing, Industrial Marketing, International Marketing, Business-to-Business Marketing, Strategic Marketing, Relationship Marketing, CRM

Position of the course

This course will be organised the first six weeks of the second semester. This course aims to provide the students with the relevant theoretical frameworks and the practical insights concerning business marketing and international marketing.

A lot of the commercial processes involve processes between companies. In terms of monetary value, business marketing is more important than consumer marketing. So chances are high that after graduation your first job will be in an industrial company rather than in a consumer oriented company.

Business marketing involves marketing products, services, and systems to companies, professional organizations, institutional buyers, governments and international organisations, who need the acquired good to produce their own products and services

Business marketing differs in important ways from consumer marketing. Business marketing is unique in that channels of distribution are shorter and more direct, there is more emphasis on personal selling and negotiation, the web is fully integrated and complex buying processes result in unique promotional strategies. Relationships are also different between buyer and seller when both are organizations than when one is an individual consumer. Finally business marketing deals with a derived demand and the importance of technology, customization and order fulfilment is more important than in consumer markets.

Due to the globalisation of markets, many companies operate internationally. In the part on international marketing, students obtain an understanding of the international marketing context and the accompanying strategies.

Contents

- Business marketing: Introduction
- Purchasing function
- Organizational Buyer Behaviour theory
- Product management and product development
- Distribution channels and Sales
- Relationship marketing
- Pricing strategies
- Business-to-Business communication
- Customer relationship management (CRM) and Life Time Value (LTV)
- Internationale markt environment (PEST)
- (nternational) B2B marketing research
- Development of an international marketing strategy
- Digital technology within business markets

Initial competences

- 1 Advanced knowledge of marketing and strategic management
- 2 Basic knowledge of economic and financial concepts.

Final competences

- 1 Understanding the critical differences between consumer and business marketing.
- 2 Formulating a business marketing strategy and executing a plan.
- 3 Providing insight in the complex, dynamic and increasing global & international environment of business and industrial marketing.
- 4 Applying the theoretical insights on a practical case study

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, Lecture, Online seminar: coached exercises

Extra information on the teaching methods

- Plenary lectures, with the focus on discussions with students
- Online session: applying concepts to case studies
- Guest speaker sessions on specific topics
- Group work in which students apply one key theoretical framework to a practical situation

Learning materials and price

- Presentations with hand-outs
- Case studies (licencing costs of maximum € 15)

References

- Dwyer, Robert F. en Tanner, John F. (2009) *Business Marketing: Connecting Strategy, Relationships, and Learning* (4rd Ed.) - International Edition, McGraw-Hill/Irwin: Boston.
- Ghauri, Pervez N. en Cateora, Philip R. (2010) *International Marketing*, European Edition (3rd Ed.), McGraw-Hill: London.

Course content-related study coaching

Handouts and coumentation is available on the Ufora course site. The professor is available for questions and feedback after the course sessions; and reachable via email

Assessment moments

continuous assessment

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

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

Examination methods in case of permanent assessment

Written examination, Peer assessment, Assignment

Possibilities of retake in case of permanent assessment

examination during the second examination period is possible in modified form

Calculation of the examination mark

Written exam: 50%

Group work (+ peer evaluation): 50%

Facilities for Working Students

Working students need to contact the responsible teacher during the first lecture.