

## Business and International Marketing (F000938)

**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 2022-2023**

A (semester 2)	English	Gent	seminar	7.5h
			lecture	22.5h

**Lecturers in academic year 2022-2023**

Standaert, Willem	EB23	lecturer-in-charge
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**Offered in the following programmes in 2022-2023**

	<b>crdts</b>	<b>offering</b>
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, including a focus on the digital and international context.

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.

Digitalization and globalisation have a significant impact on business marketing. In

this course, students are familiarized with frameworks that allow companies to respond to the changing context.

### **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 digital and international environment of business 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, Seminar, Lecture, Online seminar: coached exercises

### **Extra information on the teaching methods**

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

### **Learning materials and price**

- Presentation 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.

### **Course content-related study coaching**

Handouts and documentation 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%

Students must pass on both parts. If there is a shortage on one of the two parts, but the sum is still higher than 10/20, the final mark is reduced to 9/20.

Peer assessment is used in this course. The teacher retains final responsibility for the evaluation thereof.

**Facilities for Working Students**

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