

<p style="text-align: center;">MODULE TITLE BUSINESS TO BUSINESS MARKETING or BUSINESS MARKET MANAGEMENT</p>

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A. RATIONALE

There is a need in Marketing to contact your user or the distributor directly. That is why the theory of Business to Business Marketing needs to be explored. The module is designed to offer students and Marketing executives specific knowledge on the basic concepts, "tools" and principles used in Industrial or "B 2 B Marketing", or "Business Market Management". The course realizes that students and executives need to develop an understanding of the Business to Business Environments and the consequences of the marketing decisions.

B. A I M S

The aim of "B 2 B marketing" course is to offer an integrated, systematic and scientific approach regarding the vivid sector of B 2 B marketing, as it should be in our developed business environment.

After the completion of the course B 2 B marketing, students and executives should:

- Evaluate the role of B 2 B marketing dynamic within the overall frame of every company's activity and management.
- Implement the attained knowledge about the different concept of B 2 B marketing VS Consumer marketing.
- Have the ability to express different views above the use of B 2 B marketing techniques and tools.
- Apprehend the varied structures, of marketing, sales, buying behaviour and other managerial techniques that can use.
- Specifically, the students and the executives will distinguish the different way of thought and approach and will initiate themselves into a different point of view of Marketing.

The specialties of the module are covered by case studies which refer to the respective chapters:

- Differences between Consumer and Industrial (Business to Business) Marketing.
- Communication
- Sales
- Market segmentation
- Creation and development of a new product
- Influences of the purchasing attitudes
- Research of the industrial markets.

C. DESCRIPTION OF THE MATERIAL

1. Differences between the industrial and consumer markets.
2. Process of taking buying decisions in the industrial marketing.
3. The role of communication in the industrial marketing/set objectives.
4. Budget of Communication Marketing/Control/Legal constraints.
5. Organization of Marketing in industrial businesses.
6. The role of the sales force and the distributors.
7. Buying influences for different types of products and distribution channels.
8. Industrial marketing research/sources of information and techniques.
9. Communication for industrial advertisement and its characteristics.
10. Research of means in industrial marketing.
11. Criteria and the process for the selection of means in industrial marketing.
12. Public Relations and their role in the industrial marketing.
13. Conveyors of means: business management, organizers of exhibitions, direct mail agencies etc.

D. TEACHING AND LEARNING METHODS

- Lectures
- Presentations and discussions with B2B marketers invited by the instructor
- Case studies
- Group exercises

E. GRADING – ASSESSMENT

The above sections will be covered in lectures over 13 week period (totally 39 hours). The theoretical introduction will be followed by in class development and analysis of specific practical issues and case studies on B 2 B marketing as well as discussion of specific topics, with particular reference to Greek reality.

Studying the theoretical background and participating in the discussion as well as in the activities related to specific business issues, is considered to be necessary and imperative for all the students.

All of the material proposed should be read rather rapidly, looking for key ideas, major concepts, and significant points. The students and the executives will be evaluated on their ability to critically discuss the ideas and concepts, apply them to the analyses of the assigned case studies, and use them, each one of them as a team member, to complete their term project.

B 2 B marketing course, is evaluated in three ways:

a/ By conducting a report of at least 2.000-2.500 words, on a specific assignment, referring to a real B 2 B marketing case study. In these assignments students and executives are expected to express their own personal views, responding to the particular issue, with constant reference to theoretical principles which have been analyzed in class. The assignment, which will be worked out by the students or the executives, is based on a wide list of 50 subjects, including products, high-tech

ones and services. The students, who will form groups of 2-3 people, that the number of students participating in the course, are asked to briefly develop all the parameters of Business to Business Marketing, in particular products or services, so as to provide a complete practical illustration for the implementation of the module's principles.

The report should be submitted in the last week of the course. The evaluation criteria and the assignment will be announced simultaneously (Marking 30%).

b/ By analyzing and briefly presenting a Greek or foreign scientific article about B 2 B marketing. This article must be followed by a simultaneous protogenic research-discussion with a respectable enterprise seeking to find whether and to what extent they implement the theoretical principles included in the specific article (Marking 20%).

c/ A final written examination will be given during the last class period. The scope of this exam will be the material covered during the entire course. The examination will cover their understanding of the key ideas covered in assigned readings, material introduced in classroom lectures and discussions, and learning developed during in-class theoretical and case analyses. The examination will also assess their critical ability to apply this material. (Marking 50%)

F. BIBLIOGRAPHY

Foreign:

- **J. ANDERSON & J. NARUS**: Business Market Management. Έκδοση Pearson Prentice Hall. USA 2004.
- **ST. MINETT**: Business to Business Marketing. Ed. Financial Times, Prentice Hall, USA 2002.

Greek:

- **Γ. ΑΥΛΩΝΙΤΗΣ, Σ. ΔΗΜΗΤΡΙΑΔΗΣ, Κ. ΗΝΤΟΥΝΑΣ**: Στρατηγικό Βιομηχανικό Μάρκετινγκ. Μια ολοκληρωμένη Προσέγγιση. Εκδόσεις ROSILI. Αθήνα 2015.
- **Δ. ΠΑΤΡΙΝΟΣ**: Βιομηχανικό Μάρκετινγκ. Εκδόσεις «Γ. Παρίκος & ΣΙΑ ΕΕ» (ΕΛΛΗΝ). Αθήνα 2009.
- **Π. ΤΟΜΑΡΑΣ**: Βιομηχανικό Marketing. Εκδόσεις «Π. Τομαράς», Αθήνα 2009.
- **ΕΛΛΗΝΙΚΟ ΑΝΟΙΧΤΟ ΠΑΝΕΠΙΣΤΗΜΙΟ**: Marketing Βιομηχανικών Αγορών και Διοίκηση Πωλήσεων. Πάτρα 2008.

