

The Hong Kong University of Science and Technology  
School of Business and Management

## **MARK 3150 – BUSINESS TO BUSINESS MARKETING (4 units)**

Fall Semester, 2018/2019

### **Instructor:**

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Office hours: LSK 4016a, by appointment Tuesday 3-5pm

### **Instructional Assistant:**

Pauline Chan

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### **Class logistics:**

Tues and Thu, 4 September – 29 November

10:30 am-11:50 am

Location: LSK 1003

### **Tutorial sessions:**

Thursdays 6 September – 29 November

6:00 pm-6:50 pm

Location: LSK 1007

### **Overview:**

Business-to-Business (B2B) Marketing refers to marketing activities that are directed towards businesses, governments, and institutions, in contrast to Business-to-Consumers (B2C) which are directed to end consumers. Companies like Procter & Gamble, Sony, HSBC and Accenture are manufacturers and service providers to consumers. But these companies are also buyers, spending trillions of dollars annually on products and services sold to them by other businesses. They buy raw materials and component parts; they make large investments in buildings, equipment, and information technology; and they continually purchase supplies and business services—legal, financial, technical—to support their operations. This course will enable you to market to these buyers effectively.

We will apply many of the familiar marketing concepts and frameworks of such as segmentation, buying behavior, pricing and distribution strategies, demand generation, and customer relationships in a business context. We will also explore the specific and unique marketing issues and opportunities facing firms that have other firms/organizations as customers; and to apply strategies and tactics that firms can use to analyze and tap into business markets.

### **Learning objectives:**

- Understand the nature, structure, and distinguishing characteristics of business-to-business markets.
- Provide a framework for analyzing organizational buying behavior in all sectors of the business market—commercial enterprises, large and small, as well as government and institutional buyers.
- Apply demand analysis and segmentation techniques in the business market.

- Develop effective sales and marketing strategies and tactics to take advantage of business marketing opportunities.

#### Course format:

##### *Classroom sessions --*

Guided by the course materials and lecturer, we will interactively discuss the key issues, challenges and opportunities related to Business-to-Business Marketing. In addition to lectures, we will also have guest speakers and group activities during classroom sessions. You are expected to be in class and actively engaged for every class session. You are encouraged to raise questions related to class topics as well as to actively participate through relevant insights and examples.

##### *Trade Show attendance --*

As an international business hub, Hong Kong hosts a number of major business trade shows organized by the Hong Kong Trade & Development Council (HKTDC). To provide you with realistic exposure to B2B marketing, students will attend an actual trade show – you will be expected to attend a guided tour of a specific trade show, and prepare a team report on your observations and follow-up research of a team selected exhibitor company.

All students are required to attend the trade show. For valid absences (based on school policy & guidelines), excused students will be expected to attend a subsequent trade show and submit a separate trade show report (in addition to contributing to the team report).

#### Groups:

The trade show assignment and many of the in-class activities will be done in groups. Students are required to work within a group consisting of five to six members each. You will need to choose groups by the second class or they will be assigned by the instructor. All groups will be final once the add/drop period is over.

IMPORTANT: Upon the formation of the group, group members are required to sit together in each class.

#### Prerequisites:

Mark 2120: Marketing Management

#### Textbook:

**Business Marketing Management B2B , 12th Edition:** Michael D. Hutt; Thomas W. Spoh (e-book version)

This is a brand new version of the book and the print copy is not yet available. I will publish directions on how to get the e-book, and a representative from the publisher will attend the first class to show you how to get the book and use it.

#### Grading Scheme

Test 1: 20%

Test 2: 25%

Test 3: 25%

Trade show report: 15%

Class Participation 13%

Research Participation 2%

Final grades will be curved, based on your performance versus the rest of the class.

Percentage points	Points (4-scale)	Grade	Distribution
>= 99%	4.3	A+	10-20%
>= 95%	4	A	
>= 90%	3.7	A-	
>= 87%	3.3	B+	25-40%
>= 85%	3	B	
>= 80%	2.7	B-	
>= 75%	2.3	C+	35-45%
>= 70%	2	C	
>= 65%	1.7	C-	
>50	1	D	0-10%
<= 50	0	F	0-5%

### Academic integrity

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness the University. I have absolutely no tolerance for cheating or plagiarism and there are no acceptable excuses.

UST places a strong emphasis on academic integrity and has introduced regulations to back this up. To help students and staff to understand the policy, a website has been established that explains the regulations, provides assistance for students in avoiding plagiarism, and sets out the role of faculty and staff when a case of cheating or plagiarism comes to their attention. Please visit the website at <http://acadreg.ust.hk/generalreg.html>.

The penalty for cheating can range from failure of an exam or assignment to failure of the course. Cheating entails offering or receiving assistance from other people or sources. Exams are to be written without the assistance of notes or other people, unless I explicitly tell you otherwise. For assignments identified as group work, it is expected that all members of the group will have contributed, and that only members of the group will have contributed. A group may not collaborate with a group from another section of the course.

The penalty for plagiarism is course failure. Plagiarism is copying anything from another source without citing that source. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

### Important things to note

1. Please prepare a name plate and remember to bring it to every class.
2. Computers: We will refer to some materials in CANVAS from time to time, and some of the in-class activities may require a computer or submission to Canvas, so please bring your laptop to class. But unless we are using the computers, please keep your lids closed and other devices off.
3. Phones: Please turn OFF your cell phones before the class begins. If you need to use the phone, please step outside the room.
4. Participation: We all learn from each other in a collaborative discussion format, so attendance, attention, and participation are important. I will publish class lecture materials, so please focus on staying engaged, not taking extensive notes. Classroom distractions and attention problems will hurt your class participation grade.
5. Attendance: I will not specifically grade on attendance, however if you do not attend you may miss material for the tests and miss in-class exercises and your participation grade will suffer.

6. Make-up sessions: It is your responsibility to ensure you can attend the classes and complete the assignments. If you must miss a class or an assignment, there is no provision for make-up sessions. You must plan in advance and balance your own schedule.
7. Please complete the assigned readings before class. This is particularly important for discussion and participation.
8. All deadlines will be strictly enforced. Late submissions will not be graded and no make-up assignments will be allowed.
9. Always bring a calculator to classes and exams. Calculators CANNOT be shared during exams.

### Exams

There will be a three tests in this course.

In case you are not able to take the tests on the scheduled time due to serious illness or circumstances, the school policy on “Illness or Other Circumstances Affecting Assessment” will be followed. Only students with approved exceptions will be allowed to take a make-up examination. Students with denied exceptions will not earn any points for missing any exam.

### Class participation

Simple attendance is not sufficient to earn a good class participation grade. Learning in this class depends heavily on your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, you are expected to be prepared for class by reading the assigned materials and contributing to class discussions.

To encourage discussions, I may randomly call on students/teams to volunteer their point of view about the assigned readings and discussion topics. During class sessions, we will have several in-class activities. Your performance in these activities will also influence your class participation score.

Do not be afraid to express your opinions. Remember, there are often no absolute right or wrong answers in marketing problems. Instead, good answers and ideas are discovered via collaborative discussion together.

### Tentative Class Schedule

*Subject to change due to time / progress speed or unforeseeable constraints; changes announced in class, email or website.*

<u>Session</u>	<u>Date</u>	<u>Topic</u>	<u>Preparation / Reading due before class</u>
1	Tue Sep 4	Course Introduction	
2	Thu Sep 6	Introduction to B2B Marketing	ch1. A Business Marketing Perspective
3	Tue Sep 11	Purchasing and Organizational Buying Behavior	ch2. Organizational Buying Behavior
4	Thu Sep 13	Purchasing and Organizational Buying Behavior	
5	Tue Sep 18	Business Customer Management	ch3. Customer Relationship Management
6	Thu Sep 20	Corporate market strategy	ch5: Business Marketing

			Planning
	Tue Sep 25	<i>NO CLASS - Public Holiday</i>	
7	Thu Sep 27	Global companies and business markets	ch6. Business Marketing Strategies for Global Markets
8	Tue Oct 2	Guest speaker - Carl Hung - Season's group	
9	Thu, Oct 4	TEST 1 during class	
10	Tue Oct 9	Segmentation and targeting	ch4: Segmenting the Business Market
11	Thu Oct 11	Positioning and branding	ch7 section 5. Planning Industrial Product Strategy
	Mon Oct 15	Add-drop deadline HKTDC visits	
12	Tue Oct 16	HKTDC visits - no class	
13	Thu Oct 18	Guest speaker - Donald Chan - BondIT	
14	Tue Oct 23	Managing Products for Business Markets	ch7. Managing Products for Business Markets
15	Thu Oct 25	New products and innovation	ch8: Managing Innovation and New Industrial Product Development
16	Tue Oct 30	Managing Services for Business Markets	ch9. Managing Services for Business Markets
17	Thu Nov 1	TEST 2 during class	
18	Tue Nov 6	Pricing Strategies for Business Markets	ch12: Pricing Strategies for Business Markets
19	Thu Nov 8	Pricing Strategies for Business Markets	Evening session - mock tender networking (optional)
20	Tue Nov 13	Managing Business Marketing Channels	ch10: Managing Business Marketing Channels
	Wed Nov 14	Trade Show report due 5pm	
21	Thu Nov 15	Business Marketing Communications: Advertising	ch13: Business Marketing Communications: Advertising
22	Tue Nov 20	Business Marketing Communications: Other promotions	
23	Thu Nov 22	Business Marketing Communications: personal selling	ch14: Business Marketing Communications: personal selling
24	Tue Nov 27	Marketing Performance Measurement	ch15: Marketing Performance Measurement
25	Thu Nov 29	Course Wrap-up TEST 3 (evening session)	

### Trade Show Group Project Details

Attend a tour of HKTDC Hong Kong Electronics Fair (Autumn Edition) trade show and of the Pick ONE participating company or organization that sells primarily to the non-consumer market (businesses, organizations, or government).

Evaluate the following:

1. What is the nature of the business?
2. Who is (are) the target market (s) of the company?
3. Provide a brief description of the company. This will require a quick secondary information search.
4. Evaluate the nature of the product or service that the company offers.
5. Evaluate the tradeshow exhibit of the company.
  - a. What do you see as the objective(s) of the company in joining the trade show?
  - b. What value proposition can you perceive from the company's efforts? Is this consistent with what you believe should be stated as a value proposition based on your perception of the company's nature of business and market offering?
  - c. Evaluate the effectiveness of the trade show campaign of the company. You may devise your own performance indicators.
  - d. What recommendations/suggestions can you make to improve the company's tradeshow performance? Why?

NOTE: Prior to the trade show, teams should browse the list of exhibitors and choose a few "short list" companies to consider for the report. Then during or after the show tour, finalize on the one company you will choose. The list of exhibitors is publicized on the official webpage.

<http://m.hktdc.com/fair/exlist/hkelectronicfairae-en/HKTDC-Hong-Kong-Electronics-Fair-Autumn-Edition--110010-/List-Of-Exhibitors.htm>

### Team Report Format

- MS Word or PDF document – submit an electronic copy on Canvas and by email (ALL members must be listed on the document and copied in the email submission to signify team alignment/agreement)
- A4 size paper, normal margins (1")
- Double-spaced, Calibri font, size 11
- Minimum of 5 pages and maximum of 8 pages in length (exclusive of title page, and appendices or exhibits)
- Note that format deviations will incur deductions
- Good Business English writing rules and spelling are expected, and will influence grading (Tip: use MS Word Grammar & Spelling function)

### HKTDC Hong Kong Electronics Fair (Autumn Edition) and electronicAsia

<http://m.hktdc.com/fair/hkelectronicfairae-en/HKTDC-Hong-Kong-Electronics-Fair-Autumn-Edition.html>

### Student Non-attendance/Absences to Trade Show

Trade show attendance for EACH student is a requirement for the class. If valid exceptions (per discussion with instructor) prevent attendance to the assigned Electronics Fair, the student must propose and attend an alternative trade show and submit another separate trade show report, in addition to contributing to the original team report.

### Deadline for Guided Tour Slot Sign-up -- September 18, 2014 (Thursday)

- Guided tours are on Oct 15 time TBD, or Oct 16 morning

- It is highly recommended that members from the same team sign-up in the same tour slot
- Dress and behave professionally, you are representing HKUST, and trade show access is provided as a courtesy
- Tours usually last about 30 minutes, after which students can stay for 15-30 minutes to revisit booths/areas of interest
- Students are required to always stay in the tour group
- The scope of the exercise is to gather the relevant information only through observation, exhibit materials, and secondary data, so do not attempt to interview the show exhibitors at length during the visit or arrange subsequent meetings or interviews.
- Please note that taking photographs or videos at the trade show are not allowed without special permission. You may download pictures from public sites for your report if needed.
- Students must sign up for tour slots (first come, first serve). A Sign-up sheet will be posted online from September 6 to September 18 (5pm)

The team reports will be graded on the thoroughness of analysis and logical recommendations based on guide questions and guidelines. The deadline to submit the trade show report is Wed Nov 14 at 5pm.

To ensure equal participation in and contribution to group projects, a peer evaluation system will be in place. You will be asked to evaluate your team members' (excluding your own) performance /contribution to the team at the end of the semester. Your individual report grade will be based on multiplying your team grade with your individual contribution rate (peer rating). For example, if your team report earns a grade of 10 points, and your average peer contribution rating is 80%, then your individual report grade is  $10 \text{ points} \times 80\% \text{ contribution} = 8 \text{ points}$ .