

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

**MARK 3510–BUSINESS TO BUSINESS MARKETING**

**(4 Units)**

Fall Semester 2020

**Instructor:**

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Mobile: 9097-7813

Office hours: LSK 4016c, by appointment

**Teaching Assistant:**

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**Class logistics:**

Mon-Wed

L1: 9:00 am-10:20 am

L2: 10:30 am – 11:50 am

Location: LSK 1003/online via Zoom

**Tutorial sessions:**

By appointment only. There will be no “night” sessions. I will be available for any meetings either in person (if OK with both parties), via Zoom, or regular phone call.

**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 sell to other firms/organizations as customers; and apply strategies and tactics that firms can use to analyze and tap into business markets.

Students will have the opportunity to apply principles they have learned directly via a business simulation game called MikesBikes. This game will be a key pillar of the course and will be conducted in groups. It's a simulation that is specifically oriented to B2B and a perfect adjunct to the textbook and lecture material.

#### Learning objectives:

1. Understand the nature, structure, and distinguishing characteristics of business-to-business markets.
2. 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.
3. Apply demand analysis and segmentation techniques to the business market.
4. Develop effective sales and marketing strategies and tactics in product and service management, pricing, promotion, distribution, and sales to take advantage of business marketing opportunities.

#### Course format:

### *Classroom/Zoom sessions --*

Guided by the course materials and instructor, we will interactively discuss the key issues, challenges and opportunities related to Business-to-Business Marketing. In addition to lectures, we will also have at least one guest speaker as well as group activities during classroom/Zoom 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.

Since this semester is likely to be conducted entirely remotely via Zoom, you are requested to keep your camera on during class. Additionally, you may ask questions by raising your hand in Zoom, or by using the chat function, in which case it's also possible to ask questions anonymously.

### *B2B Business Simulation Game – MikesBikes*

Groups will be formed and will take part in a computer simulation game as previously described. There will be a full practice round where individuals can go through the full 7 “rollovers” (simulated years) of decisions and the related consequences.

After the practice round, teams will compete during the live rounds. MikesBikes provides a realistic B2B experience, focused on marketing, but also incorporates significant other operational elements necessary for marketers to understand in order to achieve the overall marketing objectives of the company.

The grade for this game will be comprised of actual performance, plus a group project report. More details will be given during class.

### Groups:

The computer simulation game will be done in groups. Students are required to work within a group consisting of a maximum of six members each. You will need to choose groups by the second class or the TA will assign it. All groups will be final once the add/drop period is over.

### Prerequisites:

Mark 2120: Marketing Management

### Textbook:

**Business-toBusiness Marketing, 5th Edition:** Ross Brennan, Louise Canning, & Raymond McDowell (e-book version).

This is a new version of the book and the print copy is not yet available as of this date.

### Grading Scheme

Mid-Term:	30%
Final:	30%
MikesBikes:	30%
Class Participation	8%
Research Participation	2%

Final grades will be based on your performance versus the rest of the class on an absolute basis, but may be curved in order to meet the standard distribution as required by ARO.

Grades will be numerical, converted to a letter grade after the final exam. If students have any concerns about grades they should notify me as soon as possible or practical so that we have time to address any issues.

<b>Points (4- scale)</b>	<b>Grade</b>	<b>Distribution</b>
4.3	<b>A+</b>	10-20%
4	<b>A</b>	
3.7	<b>A-</b>	
3.3	<b>B+</b>	25-40%
3	<b>B</b>	
2.7	<b>B-</b>	
2.3	<b>C+</b>	35-45%
2	<b>C</b>	
1.7	<b>C-</b>	
1	<b>D</b>	5-10%
0	<b>F</b>	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 of 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 have your camera on with your name visible.
2. Computers: Presumably you will be using your computer for Zoom, but it might be useful to have another source available for any online reference material discussed in class.
3. Phones: Please turn OFF your cell phones before the class begins. If you need to use the phone, please mute your computer and step away from the camera.
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. All Zoom sessions are recorded and available for 2 weeks, so you may make up a class in that manner.

7. Please complete any 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.

## Tests

There will be a midterm and final in this course. The tests will be in the format of true/false and multiple choice questions, and are designed so you will have plenty of time to complete them during a class session. No questions will be answered in the tests to prevent bias, unless it is about the literal meaning of a word or a technical issue.

We will be using a UST-approved format for online test taking which includes online proctors.

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 and engage in discussion with your classmates. Thus, you are expected to be prepared for class by reading any 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 may have in-class activities. Your performance in these activities will also influence your class participation score.

Do not be afraid to express your opinions. This is especially relevant during our Zoom sessions as you may express your opinions or ask questions anonymously.

Remember, there are often no absolute right or wrong answers in marketing problems. Instead, good answers and ideas are discovered via collaborative discussion together. There will be no negative points for class participation, only positive point scores. Every time you add to the discussion, no matter how minor, it will help your grade. Every comment is helpful because it can spur further discussion. Don't be afraid that a comment will be seen as "wrong" and hurt your grade. The grading system does not allow for this.

### Research credit

Students enrolled in this class are expected to earn 2 research credits (worth 2% of the grade). This can be done through participation in 2 marketing experiments (of 1 hour each) OR by completing 2 research assignments.

Marketing experiments will be scheduled throughout the semester and students can sign up for these experiments. Instructions on how to sign up will be given to you once the add/drop period is over. They will be posted on your course website. (It is your responsibility to familiarize yourself with the procedures so you are notified of experiments when they are posted). Note that all research experiments begin on time and if you are late, you will miss your chance. If you sign up and then fail to show up (and this occurs several times), you might be blocked from further participation.

If you choose to do research assignments, you can pick them up from the Marketing Department Office (room LSK 4018) or online. These assignments can be turned in on the last day of class to the **MARKETING MAIN OFFICE** or online. Please do not give it to me (your instructor) since they are evaluated by the department.

Questions about this component of the grade should be sent to [markexpt@ust.hk](mailto:markexpt@ust.hk).

**Final Note:**

Please use me as a resource. My primary objective is to transfer knowledge, but along the way I'm here to help you in any way necessary to further your understanding of B2B marketing, marketing in general, business in general, or any career advice/consulting that you may require.

I'm easy to approach, and available through multiple channels, including in person if not a problem. Let me help you succeed.