

Course Descriptions None 2023-2024

Course Title B2B Marketing

Course Code BENC2017

ECTS Credits 5,0

Assessment Whole/Half Grades

| Period | Start | End | Mon | Tue | Wed | Thu | Fri |
|--------|----------|------------|-----|-----|-----|-----|-----|
| 1 | 4-9-2023 | 20-10-2023 | | X | | X | L |

Level no level

Coordinator Ilkka Ritola For more information: i.ritola@maastrichtuniversity.nl

Language of instruction English

Goals In the course, students will learn about the nature and value of market orientation vs. other firm orientations; the development of marketing capabilities and assets, understand principles such as market learning, customer relationships, alliances, dynamic distribution channels strategies. Students will understand how to align the organization to the market (processes, capabilities, and structure).

Description This course focuses on designing strategies from the market back to create, deliver, and sustain customer value in an industrial setting. To do so, this course views marketing as both a general management responsibility (building capabilities and firm processes) and an organizational orientation (culture and structure). Furthermore, the course will pay attention to the tactical decisions (e.g. sales, advertising, pricing) or formal models of marketing decision-making (e.g. forecasting or product diffusion models). The level of analysis will be on the business unit and its network of channels, customer relationships, and alliances.

Literature Students are not required to buy a specific book

Prerequisites

Keywords

Teaching methods Lecture

Assessment methods Written Exam / Presentation

Evaluation in previous academic year For the complete evaluation of this course please click <http://iwio-sbe.maastrichtuniversity.nl/rapporten.asp?referrer=codeUM>

This course belongs to the following programme / specialisation

| | |
|-------------------------------|---------------------------|
| Bachelor Business Engineering | Year 3 Elective Course(s) |
| SBE Exchange Bachelor | Bachelor Exchange Courses |
| SBE Exchange Master | Bachelor Exchange Courses |