

Course Descriptions None 2026-2027

Course Title B2B Marketing

Course Code BENC2017

ECTS Credits 5,0

Assessment Whole/Half Grades

Period	Start	End	Mon	Tue	Wed	Thu	Fri
1	31-8-2026	16-10-2026		X		X	L

Level no level

Coordinator Simon Bartczek For more information:s.bartczek@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

Transitional Regulations

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

SBE Exchange Bachelor

SBE Exchange Master

Year 2+3 Elective Courses

Bachelor Exchange Courses

Bachelor Exchange Courses