

## Course Syllabus

1	<b>Course title</b>	Business to Business Marketing	
2	<b>Course number</b>	1604441	
3	<b>Credit hours</b>	3	
	<b>Contact hours (theory, practical)</b>	The course offers theoretical insights and applies them to various business contexts.	
4	<b>Prerequisites/corequisites</b>	1604201	
5	<b>Program title</b>	Bachelor Degree in Marketing	
6	<b>Program code</b>		
7	<b>Awarding institution</b>	The University of Jordan	
8	<b>School</b>	Business School	
9	<b>Department</b>	Marketing	
10	<b>Course level</b>		
11	<b>Year of study and semester (s)</b>	2022-2023- S1	
12	<b>Other department (s) involved in teaching the course</b>		
13	<b>Main teaching language</b>	English	
14	<b>Delivery method</b>	<input type="checkbox"/> Face to face learning <input checked="" type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	<b>Online platforms(s)</b>	<input checked="" type="checkbox"/> Moodle <input checked="" type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	<b>Issuing/Revision Date</b>		

### 17 Course Coordinator:

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**18 Other instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

**19 Course Description:**

A key area in marketing discipline is business marketing. This course seeks to provide a comprehensive understanding of the critical concepts concerning Business to Business Marketing theories and activities. Further, the course sheds light on the role of the business relationship in driving business marketing theory.

**20 Course aims and outcomes:**

**A- Aims:**

The aim of this course is to provide students with a comprehensive understanding of the main concepts and theories underlying the business marketing practice.

**B- Students Learning Outcomes (SLOs):**

Upon successful completion of this course, students will be able to:

1. Critically define and describe the main characteristics of business to business (B2B) markets.
2. Describe the main theories and concepts in the B2B marketing field and apply them in different business contexts.
3. Develop a business marketing plan in order to improve the marketing performance to a business marketing firm.
4. Present arguments or conclusions of the plan clearly in an appropriate form to the intended audience.

SLOs	SLO (1)	SLO (2)	SLO (3)	SLO (4)
<b>SLOs of the program</b>				
1 Examine current concepts of the Marketing role in business organizations and society and explain the marketing principles in relation to the product, price, promotion and distribution functions.	**	**		
2 Describe the theories and concepts in the field of digital Marketing.				
3 Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.				
4 Utilize models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.				
5 Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.			**	**
6 Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.			**	
7 Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.	**	**		
8 Work efficiently within teams -to accomplish marketing projects.			**	**



## 21. Topic Outline and Schedule:

Week	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources	
1	<b>Chapter 1</b> Introduction to business-to-business marketing	-Define the b2b market.  - Describe the differences between b2b and consumer marketing  - Explain the importance of relationships in b2b marketing	Blended	Moodle	Synchronous	Exams and project		
2	<b>Chapter 2:</b> How business organizations buy	-Explain the main influences on buyer decision making  -Describe the main techniques that industrial buyers use						
3	<b>Chapter 3:</b> Strategic planning for global business markets	-Explain the main dimensions of strategy as they apply in B2B markets  -Describe various approaches to strategy						
4+5	<b>Chapter 6</b> Segmentation ,targeting and positioning	-Understand the importance of market segmentation.  -Differentiate between consumer and business						

		marketing segmentation.  -Explain how market targeting may be used to implement market segmentation					
6	<b>Chapter 8</b> Product strategy and product development	-Differentiate between b2b and b2c product strategy.  -Understand the make or buy decision					
7	<b>Chapter 9</b> Services for Business Markets	-Understand the difference between tangible products and intangible services.  -Explain how these differences affect the management of services.  -Understand the role of corporate culture in services marketing					
7	<b>Chapter 13</b> B2B marketing communications	-describe the factors that impact the marketing communications mix.  -Understand the role of the company website					

8	<b>Chapter 14</b> Customer relationship and key account management	-describe the key issues in buyer-seller relationships. -explain the role and function of personal selling -describe features of key account selling				
9	<b>Chapter 19</b> The future of business marketing	-Outline major trends affecting business to business marketing				

## 22 Evaluation Methods:

Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30		1+2	TBC	
Group Project	10		3+4		
Individual cases/activities	15		3+4		
Participation	5				
Final Exam	40		1+2	TBC	



### 23 Course Requirements

**(e.g: students should have a computer, internet connection, webcam, account on a specific software/platform...etc):** In order to engage effectively with the online learning materials, students must have internet connection.

### 24 Course Policies:

- A- Attendance policies:
- B- Absences from exams and submitting assignments on time:
- C- Health and safety procedures:
- D- Honesty policy regarding cheating, plagiarism, misbehavior:
- E- Grading policy:
- F- Available university services that support achievement in the course:

### 25 References:

A- Required book(s), assigned reading and audio-visuals:

**Main textbook:**

**Alan Zimmerman and Jim Blythe, *Business to Business Marketing Management: A Global Perspective*, Third Edition, 2018.**

**B- Other assigned readings and online materials that will be shared with you during the term (Please note that these materials are also included in the exams).**

### 26 Additional information:



Name of Course Coordinator: ---Samer Hamadneh----Signature: ----- Date: 8/10/2022----- -----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----