

## KURSPLAN

# Business to Business Marketing, 7,5 högskolepoäng

### *Business to Business Marketing, 7.5 credits*

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<b>Kurskod:</b>	MLGN13	<b>Utbildningsnivå:</b>	Grundnivå
<b>Fastställd av:</b>	Council for Undergraduate and Masters Education 2013-01-04	<b>Utbildningsområde:</b>	Samhällsvetenskapliga området
<b>Reviderad av:</b>	Council for Undergraduate and Masters Education 2024-02-02	<b>Ämnesgrupp:</b>	FE1
<b>Gäller fr.o.m.:</b>	2024-08-19	<b>Fördjupning:</b>	G2F
<b>Version:</b>	7	<b>Huvudområde:</b>	Företagsekonomi

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### Innehåll

The aim of the course is to give the student a deep understanding of the field of Business to Business marketing through the concepts of business networks and value.

The course will cover the following aspects:

- Principles of business to business marketing
- Interaction and network approach
- Customer value
- The importance of technology and R&D
- Supplier, producer, and customer interaction
- Supplier markets and supply management
- Organisational buying behaviour
- Integration with other functions of the firm
- International and ethical aspects
- Quality- and Environmental aspects of business to business marketing

### Undervisningsformer

Lectures, tutoring and seminars.

Undervisningen bedrivs på engelska.

### Förkunskapskrav

60 credits in Business Administration or Economics or equivalent (or the equivalent).

### Examination och betyg

Kursen bedöms med betygen A, B, C, D, E, FX eller F.

The course is graded A, B, C, D, E, FX or F.

Individual written Inspec exam (ILO: 1) representing 4.5 credits

Individual Case seminar (ILOs: 2-4) representing 1.5 credits

Course project in group (ILOs: 2-4) representing 1.5 credits

Poängregistrering av examinationen för kursen sker enligt följande system:

Examinationsmoment	Omfattning	Betyg
Individual written Inspira exam <sup>1</sup>	4,5 hp	A/B/C/D/E/FX/F
Individual Case seminar <sup>2</sup>	1,5 hp	A/B/C/D/E/FX/F
Course project in group <sup>1</sup>	1,5 hp	U/G

<sup>1</sup> All parts of the compulsory examination in the course must be passed with a passing grade (A-E ) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy. (A-E or Pass)

<sup>2</sup> All parts of the compulsory examination in the course must be passed with a passing grade (A-E ) before a final grade can be set. The final grade of the course is determined by the sum total of points for all parts of the examination in the course (0-100 points). Grade is set in accordance to JIBS grading policy. (A-E or Pass)

(A-E or Pass)

### Kurslitteratur

- Hutt, M. D. & Speh, T. W. Business Marketing Management, Cengage (latest edition)
- Selected articles. A complete list will be available at course start