



FACULTY OF COMMERCE & TOURISM  
UNIVERSITY COMPLUTENSE  
OF MADRID

## BACHELOR IN COMMERCE

<b>Course</b>	<b>B2B MARKETING</b>	<b>Code</b>	<b>801957</b>
<b>Module</b>	<b>Complementary education</b>	<b>Subject</b>	<b>Complement to Business activity</b>
<b>Character</b>	<b>Optional</b>	<b>Credits</b>	<b>6</b>
<b>Curso</b>	<b>3th / 4th</b>	<b>Semester</b>	<b>Second</b>

<b>Departament</b>	<b>Business Organization and Marketing</b>
<b>Coordinator</b>	<b>Check the list of coordinators</b> <a href="https://comercioyturismo.ucm.es/coordinadores-de-las-asignaturas">https://comercioyturismo.ucm.es/coordinadores-de-las-asignaturas</a>

## SYNOPSIS

<b>BRIEF DESCRIPTION</b>
This subject analyses the differences between corporate consumers and final consumers, that is, the analysis of all type of organizations (firms, institutions, foundations, etc.) which use products in their activity as consumables, equipment, services or even components which take part in a line to its later transformation. We focus on the tools and practices that a company develops and employs when it wants to market other companies (B2B Marketing), underlining all its different features and their impact over the design and plan of marketing activities.
<b>PRE-REQUIREMENTS</b>
There is no previous knowledge required.
<b>AIMS &amp; OBJECTIVES</b>

LEARNING RESULTS
To be able to get on properly with any kind of customer, not only with final clients, but with corporate ones.
CAPABILITIES
<p><b>General</b></p> <p>CG2 – To develop communication, interpersonal cooperative and team work skills, with the aim to get on properly with all agents who operates in sales role.</p> <p>CG3 – To learn and to understand different cultural realities to stablish contacts with the aim of developing international markets, customizing marketing strategies to these international customers.</p> <p>CG4 – To understand and to apply mechanisms and techniques of planning, information analysis, negotiation, simulation, control and decision in sales relationships, stressing on corporate sales strategy.</p> <p>CG5 – To develop future managers’ conceptual and operative abilities.</p> <p>CG6 – To learn to behave with a responsible attitude with customers in all markets, with the goal of applying strategies and techniques given in this subject and always respecting ethics and law.</p> <p><b>Specific</b></p> <p>CE9 – To have a good command on marketing philosophy and its main fundamentals to be able to apply different techniques and marketing tools, such as marketing research to improve customer knowledge in order to satisfy them in a responsible and sustainable way for the company.</p> <p>CE12 – To learn to manage efficiently products and services with the aim of developing innovation strategies, packaging strategies and R&amp;D strategies in order to make the company more appealing for customers.</p>
CONTENTS (Syllabus)
<p><b>PART I: B2B MARKETING FUNDAMENTALS</b></p> <p><b>1. INTRODUCTION AND CONCEPTS</b></p> <ol style="list-style-type: none"> <li>1. What is B2B Marketing?</li> <li>2. B2B Marketing Vs B2C Marketing</li> <li>3. Marketing Vs Sales</li> <li>4. Marketing tools</li> <li>5. B2B Relational Marketing</li> </ol> <p><b>2. DIFFERENCES BETWEEN B2B AND B2C MARKETING</b></p> <ol style="list-style-type: none"> <li>1. Differential factors of B2B Marketing</li> <li>2. Target</li> <li>3. Purpose</li> <li>4. Industrial Markets</li> <li>5. Clients</li> <li>6. Demand</li> <li>7. Buying Process</li> <li>8. Functional Interdependency</li> <li>9. Marketing B2B Research</li> </ol> <p><b>PART II: B2B MARKETING ANALYSIS</b></p> <p><b>3. CORPORATE BEHAVIOUR</b></p>

1. Corporate Purchaser Behavior Characteristics.
2. Corporate Purchaser Behavior Model.
3. Corporate Purchasing Decisions.
4. Purchase Centers.
5. Market Orientation in B2B Marketing.
6. Purchasing Decision Process: Models and Factors.
7. Stages at Purchasing Decision Process.
8. Corporate Purchasing: Suppliers Selection Criteria

#### **4. SEGMENTATION AT INDUSTRIAL MARKETS**

1. B2B Marketing Segmentation.
2. Types of Segmentation.
3. Segmentation Process.
4. Positioning Strategy

### **PART III: MARKETING MIX MANAGEMENT: B2B MARKETING STRATEGIC PLAN**

#### **5. Marketing Mix Management and B2B Marketing Strategic Plan**

1. Products and Services Strategy
2. Price Strategy
3. Communication Policy
4. Distribution Strategy
5. Sales Strategic Management
6. Key Account Management

TEACHING ACTIVITIES	HOURS	ATTENDANCE
<b>Classes</b>	45	100
<b>Guided activities</b>	27,5	55
<b>Assessment activities</b>	40	0
<b>Team Work</b>	25	0
<b>Other activities</b>	12,5	0
EVALUATION CRITERIA		
EVALUATION ACTIVITIES	% OF TOTAL GRADE	
<b>Oral or written exams</b>	60%	
<b>Presentations</b>	20%	
<b>Projects and reports</b>	10%	
<b>Proactive participation in class</b>	10%	

## **RESOURCES**

BASIC BIBLIOGRAPHY
<ul style="list-style-type: none"> <li>- Hall, S. Innovative B2B Marketing. Kogan Page, London, 2017.</li> <li>- Mesonero, M. and Alcaide, J.C. Marketing Industrial. ESIC, Madrid, 2012.</li> <li>- Munuera Alemán, J.L. and Rodríguez Escudero, A.I. Estrategias de Marketing. ESIC, Madrid, 2012.</li> <li>- Taylor, H. B2B Marketing Strategy: Differentiate, Develop and Deliver Lasting Customer Engagement. Kogan Page, London, 2018.</li> </ul>
SUPPLEMENTARY BIBLIOGRAPHY
<ul style="list-style-type: none"> <li>- Barrio, L. (2002). Del Business al e-business. Madrid. Gestión 2000.</li> <li>- Cubillo, J. M.; Cerviño, J. (2008). Marketing sectorial. Madrid. Esic.</li> <li>- Dwyer, F.; Tanner, J. (2006). Marketing industrial. México. Mc Graw Hill.</li> <li>- Ellis, N. (2010). Business to business marketing. Oxford. Oxford University Press.</li> <li>- Kotler, P.; Keller, K. L. (2012). Dirección de Marketing. Madrid. Pearson.</li> <li>- Kotler, P.; Armstrong, G.; (2008). Principios de Marketing. Madrid. Pearson.</li> <li>- Lambin, J.J. (2003). Marketing Estratégico. Madrid. McGraw Hill.</li> <li>- Reyes, F. (1993). Marketing y ventas de productos industriales. Madrid. Esic.</li> <li>- Vázquez Casielles, R.; TrespaciosGutierrez, J.A.; Rodríguez del Bosque, I.A. (1988). Marketing: Estrategias y aplicaciones sectoriales. Madrid. Cívitas.</li> </ul>

Language
Spanish and English
Further Information
<p><b>Subject Evaluation:</b></p> <ul style="list-style-type: none"> <li>▪ It will be the same in all exams, even at extra resit exam.</li> </ul> <p><b>Exam:</b></p> <ul style="list-style-type: none"> <li>▪ It will be compulsory to pass the subject.</li> <li>▪ It will be written and individual.</li> <li>▪ It will take place the official day set by the Faculty with no exception.</li> <li>▪ There will not be partial exams.</li> <li>▪ To pass the subject, students will need to have 4 points of 10 in the final exam.</li> <li>▪ Final exam will consist of a test (maximum 20-25 questions with a penalty for wrong answers) and a complementary section of 2 development questions with a minimum average duration of one hour/one hour and a half.</li> </ul> <p><b>Continuous Evaluation:</b></p> <ul style="list-style-type: none"> <li>▪ Students will be required to present some works and practices during the course.</li> <li>▪ Practices in class will only be taken into account for those students who attend the class these days.</li> <li>▪ There will not be a minimum percentage of attendance to pass the subject, but attendance will weight positively in the final mark.</li> <li>▪ Works in group will not be allowed to be presented individually.</li> </ul>

- Assessment activities or teamwork can't be delivered out of the established schedule.

**Assistance and Participation:**

- Professor will inform to the students in the first days of class about the Control system for attendance.

**Others:**

- Incorrect behavior in class and the inaccurate use of mobile phones will affect to the final grading.
- The Marketing Teaching Unit does not endorse students changing class groups, so students must manage the issue themselves through the administrative office (Secretaría).