NAME OF THE COURSE	B2B MARKETING						
Code	ECM206	Year of study	3				
Course teacher	Izv. prof. dr. sc. Dario Miočević Doc. dr. sc. Ivana Kursan Milaković	Credits (ECTS)	5				
Associate teachers		Type of instruction (number of hours)	L	S	E	F	
			26		26		
Status of the course	Compulsory	Percentage of application of e-learning	20%				

COURSE DESCRIPTION

Course objectives	The objective of this course is to introduce students to the principles, methods and techniques of business-to-business (B2B) marketing.
Course enrolment requirements and entry competences required for the course	Attended Marketing course during the second year of the study programme; Knowledge of basic Microsoft Office programs)
Learning outcomes expected at the level of the course (4 to 10 learning outcomes)	Learning outcome of the course: Analyse the specifics of conducting marketing activities in the B2B markets. Individual Learning Outcomes: 1. Determine similarities and differences between B2B and consumer marketing. 2. Analyse the variables that used for segmenting the B2B market. 3. Recognise the importance of market research and strategic planning in the context of B2B marketing. 4. Analyse marketing mix in the B2B markets. 5. Identify specific areas of B2B marketing.

Course content broken down in detail by weekly class schedule (syllabus)

The specifics of B2B marketing	Students' orientation; Group project assignments
Types of B2B customers	**Practical assignment**: Specifics of B2B marketing vs. consumer marketing
Macrosegmentation of B2B markets	**Practical assignment**: Variables of macrosegmentation of B2B markets in practice
Microsegmentation of B2B markets	**Practical assignment**: Variables of microsegmentation of B2B markets in practice ***Group assignment 1 due*** *(Parallel comparison of individual and business buyers)*
B2B buyer behavior and decision-making	**Practical assignment**: Based on which criteria B2B customers make buying decisions ***Quiz 1***
B2B market research	**Case study**: Specifics of B2B market reearch

	Strategic planning in B2B marketing I	**Practical assignment**: How B2B firms execute growth strategies;
	Strategic planning in B2B marketing II	**Practical assignment**: Marketing strategy development for chosen B2B firm ***Group assignment 2 due*** *(Parallel comparison of business buyers types)*
	B2B marketing mix I	**Practical assignment**: How to develop product na distribution strategy in B2B markets;
	B2B marketing mix II	**Practical assignment**: How to develop price na promotion strategy in B2B markets
	Relationship marketing	**Forum discussion:** Benefits and shortcomings of relationship marketing in B2B markets ***Quiz II***
	B2B services marketing	**Case study**: Exploring differences between services and products in B2B markets ***Group assignment 3 due*** *(Defining strategy of business marketing mix)*
	International B2B marketing	**Guest lecture from B2B marketing practitioner**
Format of instruction	☑ lectures ☑ seminars and workshops ☑ exercises ☐ *on line* in entirety ☑ partial e-learning ☐ field work	☑ independent assignments ☑ multimedia ☐ laboratory ☐ work with mentor ☑ practitioner lecture
Student responsibilities	To attain a signature, a regular student must actively attend the classes (lecture and exercise sessions) and submit group project assignments in time. Active attendance means that the student has attended at least 70% of lecture and exercise sessions, while the part-time student must achieve a minimum of 35% of attendance. In addition to attendance, to qualify for signature, both full and part-time students are required to submit three group assignments before designated deadline.	

Screening student work *(name the proportion of ECTS credits for each activity so that the total number of ECTS credits is equal to the ECTS value of the course)*	Class attendance	1	Research		Practical training	
	Experimental work		Report		Exercises	1
	Essay		Seminar essay		(Other)	
	Tests	1,5	Oral exam		(Other)	
	Written exam		Project	1.5	(Other)	

Grading and evaluating student	During the semester, students will be assessed via midterm and final exam and two quizzes with multiple-choice questions. Tests and quizzes will be held in

work in class and at the final exam	classrooms. Midterm and final exam carry 75% of the total score whereas quizzes comprise 25% of the total score. The grade from exams and quizzes will be determined as follows: 0-49 insufficient (1) 50-65 sufficient (2) 66-75 good (3) 76-85 very good (4) 86-100 excellent (5) The group assignments carry 40% of the total grade. During the semester, there will be three group assignments one carrying 10% and other two carrying 15% each of the total group assignment grade. The number of students in the group will be determined by the teacher. The exam is deemed to be passed if the student has: - averaged a passing grade (50% miminum) from exams and quizzes - submitted three group assignments before designated deadline (group assignments need to be positively graded) The final grade is formed as a sum of: 1) average grade obtained through exams and quizzes multiplied by the weight of 0.6, and 2) average grade achieved from presentation of project assignments and marketing plan proposal multiplied by the weight of 0.4 If a student does not meet the requirements in, he or she is required to take the re-sit exam. The re-sit exam is organized in oral form.

Required literature (available in the library and via other media)	Title	Number of copies in the library	Availability via other media
	Authorized lectures and teaching materials available on Moodle platform		Moodle

Optional literature (at the time of submission of study programme proposal)	*Textbooks:* Grbac, B. (2013). **B2B Marketing**. Faculty of Economics in Rijeka. Hutt, M. D., and Speh, T.W. (2011), **Business Marketing Management**. South-Western & Cengage Learning. Giglierano, J. J., Vitale, R. Pfoertsch, W. (2011). **Business to Business Marketing: Analysis and Practice**. Pearson Education *Articles*: Miočević, D. (2011). **Upravljanje odnosima s ključnim dobavljačima na primjeru velikih i srednjih prerađivačkih poduzeća.** Tržište. Vol. 23, Br. 1

	Arslanagic-Kalajdzic, M., Kadic-Maglajlic, S., & Miocevic, D. (2020). **The power of emotional value: Moderating customer orientation effect in professional business services relationships**. Industrial Marketing Management, *88*, 12-21. Almquist, E., Cleghorn, J., Sherer, L. (2018). **The B2B Elements of Value: How to Measure and Deliver What Business Customers Want**. Harvard Business Review. March / April, pp.73-82. *Other sources:* Business cases and news from the Ja Trgovac portal (www.jatrgovac.com) Business cases and news from the portal Poslovni dnevnik (www.poslovni.hr) Business cases and news from the portal Lider (www.liderpress.hr) The Central Bureau of Statistics of the Republic of Croatia (www.dzs.hr)
Quality assurance methods that ensure the acquisition of exit competences	
Other (as the proposer wishes to add)	