

325-228 Business-to-Business Marketing

Credit Points:	12.50
Level:	2 (Undergraduate)
Dates & Locations:	This subject is not offered in 2009.
Time Commitment:	Contact Hours: Two 1-hour lectures and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	325-104 Principles of Marketing (/view/2009/325-104)
Corequisites:	None
Recommended Background Knowledge:	None
Non Allowed Subjects:	None
Core Participation Requirements:	<p><p>For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.</p> <p>It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: http://services.unimelb.edu.au/disability</p></p>
Subject Overview:	The environment of business marketing and business markets is examined, including characteristics of business marketing, value creation, analysis of market opportunities for business-to-business marketing, business marketing channels, the role of personal selling and sales management in business-to-business marketing, evaluating marketing efforts and the future of business-to-business marketing. The role of relationship building through trust and commitment will be explored in a business-to-business marketing environment as opposed to a transactional approach. Key conceptual as well as strategic issues related to value construction.
Objectives:	<p>On successful completion of this subject students should be able to: understand the important issues in planning and evaluating business-to-business marketing strategies;</p> <p>provide the appropriate theories, models, and research tools to make better business-to-business marketing decisions</p>
Assessment:	A 2-hour examination (60%) and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	None
Recommended Texts:	Information Not Available
Breadth Options:	<p>This subject potentially can be taken as a breadth subject component for the following courses:</p> <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2009/D09) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2009/J07) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2009/A04) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2009/M05) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2009/R01) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2009/355-AA)

	You should visit learn more about breadth subjects (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	High level of development: oral communication; written communication; problem solving; team work; application of theory to practice; interpretation and analysis; critical thinking; synthesis of data and other information; evaluation of data and other information; receptiveness to alternative ideas. Moderate level of development: collaborative learning; accessing data and other information from a range of sources. Some level of development: statistical reasoning; use of computer software
Notes:	Students may not gain credit for both 325-301 Business-to-Business Marketing and 325-228 Business-to-Business Marketing.