

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

ACCEPTED BY:

Rector:

(Prof. Dr. Plamen Iliev)

SYLLABUS

SUBJECT: “Business to Business Marketing”

DEGREE PROGRAMME: International Business; BACHELOR`S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6;

TOTAL STUDENT WORKLOAD: 210 h.; incl. curricular 75 h.

CREDITS: 7

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, h.	TEACHING HOURS PER WEEK, h
CURRICULAR:		
incl.		
• LECTURES	45	3
• SEMINARS (lab. exercises)	30	2
EXTRACURRICULAR	135	

Prepared by:

1.
(Assoc.prof.Dr. Bistra Vassileva)
2.
(Prof.Dr. Evgeni Stanimirov)

Head of department:
„Marketing“ (Prof.Dr. Evgeni Stanimirov)

I. ANNOTATION

During the course students examine the importance and impact of marketing products and services to other businesses and organizations in the economy, the unique nature of business customer's needs, and the different marketing strategies that can be employed to meet those needs. Topics include exploring business markets and business marketing; creating value for business customers; designing product and channel strategies; establishing strong communications; building strong sales and pricing; and managing programs and customers.

After successfully completing this course, students will be able to:

- *Describe the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.*
- *Design strategies and structures to effectively serve the B2B market.*
- *Apply a systematic approach to problem solving and decision making in business marketing organizations through the use of case studies.*
- *Develop a business marketing plan for a real local company that mainly targets business customers.*

II. THEMATIC CONTENT

No.	TITLE OF THE THEMES AND SUBTOPICS	NUMBER OF HOURS		
		L	S	LS
I. Exploring Business Markets and Business Marketing		10	5	
1.	Identifying the Uniqueness of Business Markets			
2.	Outlining the Basics of Business-to-Business Marketing			
3.	Describing the Purchasing Function			
4.	Explaining Organizational Buyer Behaviour			
II. Creating Value for Business Customers		6	4	
1.	Identifying Market Opportunities			
2.	Creating Marketing Strategies			
3.	Integrating Marketing in the Selling Organization			
III. Designing Product and Channel Strategies		8	5	
1.	Developing and Managing Products			
2.	Describing Marketing Channel Opportunities			
3.	Creating B2B Channel Strategies			
IV. Establishing Strong Communications		8	4	
1.	Integrated Marketing Communications			
2.	Advertising, PR and Trade Shows			
3.	Designing a Direct Marketing Plan			
V. Building Strong Sales and Pricing		5	6	
1.	Review of Business-to-Business Sales Strategies			
2.	Business-to-Business Sales Organizations			
3.	Pricing Strategies			
VI. Managing Programs and Customers		8	6	
1.	Evaluating Business-to-Business Marketing Efforts			
2.	The Importance of Customer Retention			
3.	Strategies and Measures of Customer Retention			
Total:		45	30	

III. FORMS OF CONTROL:

No.		No/week	Extracur-
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	TYPE AND FORM OF CONTROL		ricular hours
1.	Midterm control		
1.1.	Project (on a predefined topic)	1	55
1.2.	Test	1	20
	Total midterm control:	2	75
2.	Final term control		
2.1.	Test	1	60
	Total final term control:	1	60
	Total for all types of control:	3	135

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

Dwyer, R and J Tanner. *Business Marketing*. 4th ed. New York: McGraw-Hill Irwin, 2009