

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC: record №12/29.04.2024

Adopted by the DC: record №10/15.04.2024

ACCEPTED BY:

Dean:

(Assoc. Prof. Dobrin Dobrev, PhD)

SYLLABUS

SUBJECT: B2B MARKETING

DEGREE PROGRAMME: International Business (in English); BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 6

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

CREDITS: 7

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURS</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR: incl. - LECTURES - SEMINARS / LAB. EXERCISES	45 30	3 2
EXTRACURRICULAR	135	-

Prepared by:

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2.
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Head of department of Marketing:
(Assoc. Prof. Vladimir Zhechev, PhD)

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 using case studies.*
- *Develop a business marketing plan for a real local company that mainly targets business customers.*

The course program is designed to develop the following key competencies: mathematical competence and competence in exact sciences, technologies and engineering and entrepreneurial competence from the framework defined by the Council of the European Union on May 22, 2018.

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.	TYPE AND FORM OF CONTROL	No/week	Extracurricular hours
1.	Midterm control		
1.1.	Project (on a predefined topic)	1	40
1.2.	Work on a business case	1	20
1.3	Test	1	15
Total midterm control:		3	75
2.	Final term control		
2.1.	Test	1	60
Total final term control:		1	60
Total for all types of control:		4	135

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Brennan, R. Canning, L. & McDowell, R. Business-to-Business Marketing. 5th ed. Sage. 2020.
2. Hall, S. Innovative B2B Marketing: New Models, Processes and Theory. 1st ed. Kogan Page, 2017.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Dwyer, R & Tanner, J. Business Marketing: Connecting Strategies, Relationships and Learning. 4th ed. New York: McGraw-Hill Irwin, 2008.
2. Seebacher, U., B2B Marketing: A Guidebook For The Classroom To The Boardroom. Spriner, 2021.
3. Sweenor, D., Ramanathan, K. Modern B2b Marketing: A Practitioner's Guide To Marketing Excellence. TinyTechMedia, 2023.