

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF MANAGEMENT
DEPARTMENT OF MARKETING

Adopted by the FC (record №/ date):

Adopted by the DC (record №/ date):

ACCEPTED BY:

Dean:

(Prof. S. Marinov, PhD)

SYLLABUS

SUBJECT: B2B MARKETING

DEGREE PROGRAMME: “International Business”; 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. <ul style="list-style-type: none">• LECTURES• SEMINARS / LAB. EXERCISES	45 30	3 2
EXTRACURRICULAR	135	-

Prepared by:

1.
(Senior Assist. Vanya Krалеva, PhD)

2.
(Prof. Evgeni Stanimirov, PhD)

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

I. ANNOTATION

During the course students examine the importance of marketing for business-to-business relationships, 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. The course accounts for the digitalization of the market place and the use of new technologies in B2B marketing.

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

- Understand the basic components of B2B marketing strategy and tactics;*
- Describe the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour;*
- Understand how firms manage products, services, and brands in B2B environments;*
- Design strategies and structures to effectively serve the B2B market;*
- Apply a systematic approach to problem solving and decision making in business marketing organizations.*

II. THEMATIC CONTENT

No.	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. EXPLORING BUSINESS MARKETS AND BUSINESS MARKETING		9	6	
1.1.	The Nature of Business Markets			
1.2.	Business Buyer Behaviour			
1.3.	Inter-Firm Relationships and Networks			
Theme 2. FOUNDATIONS FOR CREATING VALUE FOR BUSINESS CUSTOMERS		10	6	
2.1.	Identifying Opportunities: Researching B2B Markets			
2.2.	Business Market Segmentation			
2.3.	B2B Marketing Strategy and Planning			
2.4.	Dealing with Competition			
Theme 3. DESIGNING PRODUCT AND CHANNEL STRATEGIES		8	4	
3.1.	Strategic Tools for Managing Product Offerings			
3.2.	Innovation Management and New Products Development			
3.3.	Routes to market			
Theme 4. ESTABLISHING STRONG COMMUNICATIONS		6	6	
4.1.	The Relationship Communication Process			
4.2.	Integrated Communications Strategy			
4.3.	Digital and Content Marketing			
Theme 5. BUILDING STRONG SALES AND PRICING		6	4	
5.1.	Relationship Portfolios and Key Account Management			
5.2.	Customer Acquisition, Retention and Loyalty			
5.3.	Price Setting in B2B Markets			
Theme 6. MANAGING PROGRAMS AND CUSTOMERS		6	4	
6.1.	Data Management			
6.2.	Marketing Metrics, Reporting and Analytics			
Total:		45	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	extracurricular, hours
1.	Midterm control		
1.1.	Project assignment	2	55
1.2.	Test	1	20
1.3.			
1.4.			
Total midterm control:		3	75
2.	Final term control		
2.1.	Examination (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. 4th ed. Sage. 2017.
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. 4th ed. New York: McGraw-Hill Irwin, 2009.
2. Hidalgo, C. Driving Demand: Transforming B2B Marketing to Meet the Needs of the Modern Buyer. Palgrave MacMillan, 2015.
3. Rizomyliotis, I., Konstantoulaki, K., Kostopoulos, I. Business-to-Business Marketing Communications: Value and Efficiency Considerations in Recessionary Times, Palgrave MacMillan, 2017.