

## Optional course: The Firm's External Relations - B2B

### About the course

subject	Virksomhedsstudier / Virksomhedsledelse
activitytype	master course
Teaching language	English
Registration	<p>Tilmelding sker via <a href="#">stads selvbetjening</a> indenfor annonceret tilmeldingsperiode, som du kan se på <a href="#">Studieadministrationens hjemmeside</a>. Når du tilmelder dig kurset, skal du være opmærksom på, om der er sammenfald i tidspunktet for kursusafholdelse og eksamen med andre kurser, du har valgt. Uddannelsesplanlægningen tager udgangspunkt i, at det er muligt at gennemføre et anbefalet studieforløb uden overlap. Men omkring valgfrie elementer og studieplaner som går ud over de anbefalede studieforløb, kan der forekomme overlap, alt efter hvilke kurser du vælger.</p> <p>Registration through <a href="#">stads self-service</a> within the announced registration period, as you can see on the <a href="#">Studyadministration homepage</a>. When registering for courses, please be aware of the potential conflicts between courses or exam dates on courses. The planning of course activities at Roskilde University is based on the recommended study programs, which do not overlap. However, if you choose optional courses and/or study plans that goes beyond the recommended study programs, an overlap of lectures or exam dates may occur depending on which courses you choose.</p>
Detailed description of content	<p>The theme seminar will address themes such as, the differences and similarities of the end user market and the business to business market, different kind of marketing, B2B marketing, organizational buying behavior, the realm of business, customer satisfaction, loyalty and value creation, the role of needs in marketing, characteristics of product and services, how to develop a marketing plan in a business to business context, the importance and role of relationship in a B2B context.</p> <p>The seminar takes the form of a combination of lectures and workshops, with student presentations of theory and case observations. Analytical work is performed to understand how a company is affected by trends in its surroundings, how it can develop sensitivity towards its environment, and how the management can administer its external relations.</p> <p>Students choose the analytical perspective, within the theme of the theme seminar, through which they wish to write an essay.</p>
Expected work effort (ECTS-declaration)	It is highly recommended and expected that you read the literature that appears on the plan of lectures before you attend the specific lecture. A rule of thumb is that 20 hours pr. week constitutes a suitable working effort in this course.
Course material and Reading list	Business Marketing Management B2B, Hutt & Speh, international edition, Cengage Learning (2014) plus a selection of journal articles. Other editions of the H&S can also be used.
Evaluation- and feedback forms	You will get oral feedback on the assignments that you are working on during the lectures. Moreover, the exam assignment will be graded according to the 7 point scale.
Administration of exams	ISE Studyadministration ( <a href="mailto:ise-studyadministration@ruc.dk">ise-studyadministration@ruc.dk</a> )
Responsible for the activity	Margit Neisig ( <a href="mailto:neisig@ruc.dk">neisig@ruc.dk</a> ) Niels Nolsøe Grünbaum ( <a href="mailto:grunbaum@ruc.dk">grunbaum@ruc.dk</a> )
Type of examination	<p>Individual written take-home assignment on a research question of the student's own choice. The take-home assignment must be between 16,800 - 21,600 characters, including spaces. The size specifications include the cover, table of contents, bibliography, figures and other illustrations, but exclude any appendices. Work on the take-home assignment is begun during the course. The deadline for delivery will appear on the university's homepage.</p> <p>Assessment: 7-point grading scale.</p>
ECTS	5

Learning outcomes and assessment criteria	<ul style="list-style-type: none"> <li>• <b>Knowledge and understanding:</b> <ul style="list-style-type: none"> <li>About the issues businesses face in a complex society</li> <li>• About analytical perspectives on a business's legitimacy and responsibility in terms of customers, employees and society</li> <li>• About theoretical and empirical analyses of businesses in the context of a complex societal development and globalisation</li> </ul> </li> <li>• <b>Skills:</b> <ul style="list-style-type: none"> <li>In analysing a business's development, management and organisational processes in the context of the conditions imposed by its surroundings</li> <li>• Using analyses to create concrete strategies for the business's legitimacy and responsibility</li> <li>• In communicating with a business's employees and management about the business's external relationships and their significance for the business's development and value creation</li> </ul> </li> <li>• <b>Competences:</b> <ul style="list-style-type: none"> <li>In working with a business's legitimacy and responsibility in a problem-oriented and concrete manner</li> <li>• In translating one's own observations into a relevant and practical analysis</li> </ul> </li> </ul>
Overall content	<p>Theme seminars can work with themes such as HRM, technology and the labour market, corporate strategies for legitimisation, experience-based business development, Business Ethics and Corporate Social Responsibility, marketing and financial institutions and markets. There will be a combination of lectures, workshops with student presentations of theory and observations of cases. Analytically, work will be done with gaining an understanding of how a business is impacted by trends in their surroundings and how a business can become sensitive to its surroundings and, from a management perspective, manage its external relationships. Students must choose an analytical perspective within the theme of the theme seminar which they will then write an essay on.</p>
Teaching and working methods	<p>There will be a number of theme seminars lasting 2-4 hours. Examples and descriptions of situations will be used to delimit the scope of the discussion. These have been prepared specifically for this purpose or be available in materials from empirical studies. The students' own empirical observations will be included in the seminar, as they will individually make contact with businesses and describe how these work with their surroundings. At the start of the seminar, theories and examples will be studied, discussed and presented. Subsequently, situations and research questions will be discussed in relation to papers that the students will prepare drafts for over the course of the seminar. At the end of the seminar, the students will present their drafts for their papers and receive feedback from an opponent, followed by a plenary discussion.</p>
Type of course	Elective course
Exam code(s)	Exam code(s) : U41131

Course days:

Hold: 1

## The Firms External Relations - B2B

time	13-09-2019 08:15 til 13-09-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	24.1-009 - teori (65)
Teacher	Niels Nolsøe Grünbaum ( grunbaum@ruc.dk )

Content	<p>Introduction to B2B marketing</p> <p>The environment of Business Marketing - Part I</p> <p>Learning Objectives</p> <ul style="list-style-type: none"> <li>•The dynamic nature of business marketing environment and the basic similarities and differences between consumer-goods and business marketing</li> <li>•The underlying factors that influences the demand for industrial goods</li> <li>•The nature of buyer-sell relationships in the supply chain for a product</li> <li>•The types of customers in the B2B market</li> <li>•The basic characteristics of industrial products and services</li> </ul>
Reading list	<p><b>Literature;</b></p> <p>Business Marketing Management B2B, Hutt &amp; Speh, Cengage Learning, 2014. ISBN: 978-1-4080-9371-9 (H&amp;S)</p> <p>This textbook comes in many edition. Other editions will also suffice.</p> <p>Chapter 1 (H&amp;S)</p> <p>Journal papers;</p> <p>Lewin &amp; Donthu (2005)</p>

## The Firms External Relations - B2B

time	20-09-2019 08:15 til 20-09-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	24.1-009 - teori (65)
Teacher	Christian Skjald ( cskjald@ruc.dk )
Content	<p><b>B2B Relationships</b></p> <p>Managing Relationships in Business Marketing - Organisational buying behaviour - Part II</p> <p>Learning Objectives</p> <ul style="list-style-type: none"> <li>•The decision process organizational buyers apply as they confront differing buying situations and resulting strategy implications</li> <li>•The a. individual, b. group, c. organizational, and d. environmental variables that influences organizational buying decisions</li> <li>•A model of organization buying behaviour that integrates these variables</li> <li>•How knowledge about organizational buying characteristics enables the selling organization to make effective decisions about pricing, products, promotion and distribution.</li> </ul>
Reading list	<p>Literature;</p> <p>Chapter 2 (H&amp;S)</p> <p>Journal papers;</p> <p>Choffray &amp; Lilien (1978), Day (2000), Morgang &amp; Hunt (1994), Cannon &amp; Perreault (1999), Emberson &amp; Storey (2006), Schurr (2007), Wolfgang &amp; Eggert (2006)</p>

## The Firms External Relations (B2B)

time	27-09-2019 08:15 til 27-09-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	24.1-009 - teori (65)
Teacher	Christian Skjald ( cskjald@ruc.dk )
Content	<p>Customer relationship management &amp; Segmentation.</p> <p>Strategies for CRM &amp; Segmentation - Part II &amp; III</p> <p>Learning Objectives</p> <ul style="list-style-type: none"><li>•The Patterns of buyer-seller relationships in the B2B market</li><li>•The relationship connectors that are used in different types of buyer-seller relationships</li><li>•The factors that influences the profitability of individual customers</li><li>•A procedure for designing effective customer relationship management programmes</li><li>•The critical determinants of relationship marketing effectiveness</li><li>•The benefits of and requirement for segmenting the business market</li><li>•Segmentation bases</li><li>•A procedure for evaluating and selecting market segments</li><li>•The role of market segmentation in the development of business marketing strategy</li><li>•A process for estimating demand in each market segment</li></ul>
Reading list	<p>Literature;</p> <p>Chapter 3 &amp; 4 (H&amp;S)</p> <p>Journal papers;</p> <p>Day (2000), Morgang &amp; Hunt (1994), Cannon &amp; Perreault (1999), Emberson &amp; Storey (2006), Schurr (2007), Wolfgang &amp; Eggert (2006)</p>

## The Firms External Relations (B2B)

time	04-10-2019 08:15 til 04-10-2019 12:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt
location	24.1-009 - teori (65)
Teacher	Christian Skjald ( cskjald@ruc.dk )
Content	<p>Formulation B2B Strategy.</p> <p>Part IV</p> <p>Learning Objectives</p> <ul style="list-style-type: none"><li>•Marketing's strategic role in corporate strategy development</li><li>•The multifunctional nature of business marketing decision making</li></ul>

- The components of a business model that can be converted into superior positions
- The customer experience life cycle
- Service quality, customer satisfaction and loyalty
- A strong B2B brand
- Different aspects of customer value
- Pricing strategies, identification of pricing competition pending on market structure

#### Reading list

Literature;  
Chapter 5,7,8,12 (H&S)  
Journal papers;  
Walker et al., (1997), Homburg & Stock (2004)

## The Firms External Relations (B2B)

time 11-10-2019 08:15 til  
11-10-2019 12:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

location 24.1-009 - teori (65)

Teacher Niels Nolsøe Grünbaum ( grunbaum@ruc.dk )

Content

Evaluating & Performance.

Formulating BM strategy and Evaluation BM strategy & performance - Part IV & V

The primary activity in this lecture is students presenting and receiving feed back on their solutions to assignment 1 to 4. Each group will make a 10-15 minutes power point presentation, clip, films, recordings etc. is welcome. The four assignments and solutions will be an important part related to the final exam.

Further, there will be a question hour in relation to the final exam etc.

Learning Objectives

- The role of personal selling
- How to manage a sales force
- Managing business marketing channels
- The business media options, including the important role of online advertising
- Marketing performance measurement

#### Reading list

Literature;  
Chapter 6, 10, 13 & 14 (H&S)

## The Firms External Relations - B2B - Exam

time 18-10-2019 10:00 til  
18-10-2019 10:00

forberedelsesnorm ikke valgt

forberedelsesnorm D-VIP ikke valgt

# The Firms External Relations - B2B - Re-exam

time	03-01-2020 10:00 til 03-01-2020 10:00
forberedelsesnorm	ikke valgt
forberedelsesnorm D-VIP	ikke valgt