

**SYLLABUS**

# **Business-to-Business Marketing 7.5 credits M0033N**

**Business-to-Business Marketing**

**Course syllabus admitted: Spring 2021 Sp 3 - Autumn 2021 Sp 2**

**DECISION DATE  
2020-11-06**

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## Business-to-Business Marketing

### First cycle, M0033N

Education level	Grade scale	Subject	Subject group (SCB)
First cycle	U G VG *	Företagsekonomi	Business Administration

### Main field of study

Business Administration

## Entry requirements

In order to meet the general entry requirements for first cycle studies you must have successfully completed upper secondary education and documented skills in English language and Basic business administration 1-30 hp (eg M0015N Principles of Marketing, O0017N Management of business, R0008N Introductory Course Accounting and Control and R0009N Models for Management Control) and G0006N Scientific Method or equivalent. Good knowledge in English, equivalent to English 6.

## Selection

The selection is based on 1-165 credits.

## Examiner

Lars Bäckström

## Course Aim

The goal of the course is that students develop knowledge and abilities in B2B Marketing with a focus on buying behavior, marketing/sales activities, and relationship building.

After passing the course the students should be able to:

- explain and apply central concepts in the area of business-to-business marketing
- analyze and explain buying behavior, sales activities and relationship building in business-to-business markets
- present, discuss and report solutions to business-to-business marketing problems

## Contents

The lectures deal with relationships, procurement and marketing/selling in business-to-business markets. Case studies and project work will be utilized to develop the application of knowledge and skills gained in the course.

## Realization

Each course occasion's language and form is stated and appear on the course page on Luleå University of Technology's website.

Lectures, seminars, supervision, and group assignments. The course is given in English.

## Examination

If there is a decision on special educational support, in accordance with the Guideline Student's rights and obligations at Luleå University of Technology, an adapted or alternative form of examination can be provided. In a written test, the following abilities are examined

- explain and apply central concepts within Business-to-Business Marketing
- analyze and explain buying behavior, sales activities and relationship building in business-to-business markets

In compulsory assignments and seminars, the following abilities are examined:

- analyze and explain buying behavior, sales activities and relationship building in business-to-business markets
- present, discuss and report solutions to business-to-business marketing problems

Results from all parts of the examination are weighted together for the final course grade (U/G/VG).

## Remarks

Students must register for the courses themselves, or contact ETKS educational administration [eduetks@ltu.se](mailto:eduetks@ltu.se), not later than three days after the quarter commences. Failure to do so can result in the place being lost. This rule also applies to students with a guaranteed place. Due to similar content, the course can not be included in a degree together with the courses M0005N, M0013N, M0023N, M7020N or other courses with similar content.

## Overlap

The course M0033N is equal to M7020N, M0013N

## Literature. Valid from Spring 2018 Sp 3

Hutt, T.W. & Speh, M.D. (senaste upplagan). Business Marketing Management B2B, Cengage Learning.  
Literature might be added.

## Course offered by

Department of Social Sciences, Technology and Arts

## Modules

Code	Description	Grade scale	Cr	Status	From period	Title
0002	Written exam	U G#	2.5	Mandatory	A17	
0003	Compulsory assignments and seminars	U G#	5	Mandatory	A17	

## Study guidance

Study guidance for the course is to be found in our learning platform Canvas before the course starts. Students applying for single subject courses get more information in the Welcome letter. You will find the learning platform via

My LTU.

## Last revised

by Director of Undergraduate Studies Daniel Örtqvist, Department of Business Administration, Technology and Social Sciences 2020-11-06

## Syllabus established

by Director of Undergraduate Studies Bo Jonsson, Department of Business Administration, Technology and Social Sciences 2014-02-14