

AMITY GLOBAL INSTITUTE

MODULE SYLLABUS

Course	Master of Science in Supply Chain Management and Global Logistics (University of London)
Module Title	Business to Business Marketing (Optional)
Module Syllabus No. (if any)	SCM130
Syllabus / Content / Learning Outcomes	<p>This module provides an overview of the essential concepts, strategic frameworks and tactical tools core to business to business marketing. You will explore how the management of supplier–customer relationships can contribute to the success of your organisation. You will gain the insights to enable you to evaluate, select and apply relevant marketing tools and frameworks to make sound marketing decisions in an uncertain business climate.</p> <p>Business-to-Business (B2B) marketing refers to the marketing activities between businesses. It encompasses a wide range of marketing activities that enable a supplier firm to understand, create, and deliver value to other businesses, governments, and/or institutional customers. The overall economic value of B2B transactions is much higher than the value of Business-to-Consumer (B2C) transactions.</p> <p>This module is designed to educate you on essential conceptual elements, strategic frameworks and tactical aspects of business marketing.</p>
No. of Teaching Hours	<p>Contact Hours – Lectures, Seminars & online activity (22 x 3) = 66</p> <p>Independent Preparation, pre-reading and analysis = 84</p> <p>TOTAL = 150</p>
Teaching Methods	Lectures, tutorials, case-studies analysis, research journals and group discussion.
Assessment Methods and Weightages	Module assessment will be based on one two-hour unseen written examination including multiple-choice and essay-type questions (70%) and a 2500 word business report to identify a 'digital leader' that operates in B2B markets (30%).
Skills for Maximising Learning Outcomes	Reading and research
Dates of Examinations, Major Assessments and Assignments	<p>Please refer to www.london.ac.uk exam tables</p> <p>June, August/September, December and February/March</p>
Topics covered	<ul style="list-style-type: none"> • Introduction to Business Marketing • Organisational Buying Behaviour • Customer Relationship Strategies for Business Markets • Segmentation, Targeting and Positioning in Business Markets • Brand Management and Product Strategies in Business Markets • Innovation Management in Business Markets • Channel Strategies in Business Markets • Pricing Strategies in Business Markets • Communication Strategies in Business Markets • Digital Marketing Strategies in Business Markets

Note: All Information provided to Amity will be kept strictly confidential except for those required under statutory requirements and by government authorities and relevant university partners and accreditation bodies as part of the regulatory or course requirements.