

**COURSE OUTLINE - FICHE PEDAGOGIQUE**

<b>DISCRIPTION OF COURSE / DESCRIPTION DU MODULE</b>				
COURSE TITLE / INTITULE: <b>ORGANIZING AND MANAGING THE B2B MARKET PROGRAM</b>			CODE: MEMLVV2810	
			YEAR / ANNEE: 2009/2010	
COURSE PRESENTATION & CONTENTS / CONTENU:				
<p>This course addresses the essence of the work faced by a market or product manager in the B2B market. It addresses the questions of: in a competitive B2B market, how to position the company and offer, what markets to focus on and with what offerings, and the organization and management of the action plan to achieve the objectives in this context.</p> <p>The course presents the elements of strategic analysis and creation and formulating the action plan to achieve results — including the resources needed, the costs, the risks involved, and how to plan to counter the risks. The objective is to express this plan as a market or customer offer that correctly positions the company with its distinctiveness vs. the competition and obtains results. The manager needs to design and implement a plan using the best mix of resources, channels, and communication tools to achieve effectiveness in an efficient manner within the constraints of both budget and time.</p> <p>With implementation of the plan, the results must be measured and corrective actions taken as necessary.</p>				
SKILLS TARGETED / COMPETENCES VISEES:				
<ul style="list-style-type: none"> <li>• Analysis of a situation using data given and obtained by research using appropriately the tools of strategic analysis;</li> <li>• Setting objectives and making appropriate decisions of strategy in a competitive B2B environment;</li> <li>• Analysis of methods to achieve objectives, actions and resources needed, and analysis of the costs;</li> <li>• Analysis of a mix of resources, costs, and returns;</li> <li>• Selection of an appropriate mix with constraints;</li> <li>• Establishment of an integrated plan;</li> <li>• Assessment of risks and planning of actions to reduce risk;</li> <li>• Implementation and control of the plan; and</li> <li>• Taking decisions in the face of uncertainty.</li> </ul>				
DEPARTMENT / DEPARTEMENT FOURNISSEUR: EMLV Marketing and Sales				
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE: Marcos Lima			OFFICE / BUREAU: E415	
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<b>POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS</b>				
SCHOOL / ECOLE: EMLV		YEAR / ANNEE: 4e		
PROGRAM / PROGRAMME : EMLV		SEMESTER / SEMESTRE: 8		
TRACK – MAJOR / OPTION: Commerce / B2B				
UNITE D'ENSEIGNEMENT : Marketing				
CREDITS ECTS : 4				
<b>LENGTH (IN HOURS) / DUREE (EN HEURE)</b>				
TOTAL HOURS / TOTAL FACE A FACE: 35h00	CM: 23h45	CA:	TD: 11h15	TP:
TOTAL EVALUATION: 4h00	CC: 1h00 (inclus dans TD)	EXAM/EXAMEN: 2h00	PRESENTATION/SOUTENANCE: 1h00 (inclus dans TD)	
<b>DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE</b>				
LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT: English / Anglais				
PREREQUISITES / PREREQUIS:				
<ul style="list-style-type: none"> <li>• Sufficient level of English (750 TOEIC)</li> <li>• Mastery of all the courses of marketing and sales of the previous semesters.</li> <li>• Understanding of the organization of companies and their modes of functioning</li> <li>• Finance and accounting: Introduction to Finance, Treasury and Financial Planning, Managerial Accounting or Finance for Commercial</li> <li>• Project Management</li> </ul>				
CO-REQUISITES / COREQUIS:				
<ul style="list-style-type: none"> <li>• Understanding the B2B Market</li> <li>• Winning the Business in B2B</li> </ul>				

<p>LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES:</p> <p>At the end of this course, the student will be able to:</p> <ul style="list-style-type: none"> <li>• Conduct a strategic analysis of the environment and company situation in a B2B market;</li> <li>• Create a strategic plan including decisions of focus and differentiation;</li> <li>• Product a logical plan of action which is well focused for the selected strategy;</li> <li>• Express that plan in an effective customer offering;</li> <li>• Develop and articulate the strategy for the commercial function using an appropriate mix of resources to efficiently achieve results with the integration of the various function to minimize conflict; and</li> <li>• Establish an overall budget for the program / function with appropriate methods of measurement and control.</li> </ul>
<p>TEACHING METHOD / METHODE PEDAGOGIQUE:</p> <p>This course is conducted as interactive sessions presenting concepts reinforced by cases and exercises to place the concepts into action. The students will work with several case studies of application and will work together in teams on a central project based on a large case or real company situation.</p>
<p>EVALUATION METHOD / MODALITES D'EVALUATION:</p> <p>Ongoing assessment : 60 % — 30% mid-term quiz (individual), 30% team project report (team note)  Final Assessment : 40 % — final examination — written and without reference materials</p> <p><b>Regardless of the intermediate grades, students are required to obtain at least 08/20 on the final exam to gain a passing grade for the course.</b></p>
<p>BIBLIOGRAPHY / BIBLIOGRAPHIE:</p> <p>Course Text Books:</p> <ul style="list-style-type: none"> <li>• HUNT, Michael D. and SPEH, Thomas W, <i>Business Marketing Management: a strategic approach - 8<sup>th</sup> or 9<sup>th</sup> edition</i>, Thompson/South-West Publishing 2004/2007.</li> <li>• Thompson, Strickland &amp; Gamble, <i>Crafting and Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases - 14<sup>th</sup> Ed</i>, McGraw-Hill International, 2004, ISBN 0071114009</li> </ul> <p>Reference works:</p> <ul style="list-style-type: none"> <li>• WRITE, Ray, <i>Business-to-Business Marketing: a step by step approach</i>, Prentice Hall/FT 2004, ISBN 0-273-64647-8.</li> <li>• KOTLER, Philip, <i>Marketing Management, Analysis, Planning, Implementation, and Control</i>, Prentice-Hall.</li> </ul> <p>Support materials and documents distributed during the sessions or made available.</p>

COURSE SEQUENCE / DEROULEMENT DU MODULE						
SESSION N° SEANCE	LENGTH DUREE	TYPE	PERSONAL WORK TRAVAIL PERSONNEL	TOPIC / THEMES	COURSE LOGISTICS LOGISTIQUE DU COURS	INSTRUCTOR INTERVENANT
1	2h30	CM	3h00	Course introduction. Overview of strategy (what it is, importance) The Strategic Planning Process Major marketing activities and strategic decisions (product and market focus).	Salle Équipée	V. FERROUILLAT
2	2h30	CM	4h00	Core concepts and analytical tools: <ul style="list-style-type: none"> <li>• The company's external environment</li> <li>• Resources and competitive position</li> </ul> Generic competitive strategies	Salle Équipée	V. FERROUILLAT
3	2h30	TD	6h00	Application case in environment analysis	Salle Équipée	V. FERROUILLAT
4	2h30	CM	3h00	Building the marketing plan (including market segmentation, target market, and positioning)	Salle Équipée	V. FERROUILLAT
5	2h30	TD	3h00	Case exercise: constructing the plan	Salle Équipée	V. FERROUILLAT
6	2h30	CM	4h00	The marketing mix (1): Products: Managing products and services	Salle Équipée	V. FERROUILLAT
7	2h30	CM	3h00	The marketing mix (2): Distribution: Managing the distribution channels <ul style="list-style-type: none"> <li>• Direct channels</li> <li>• Indirect channels</li> <li>• E-commerce</li> </ul>	Salle Équipée	V. FERROUILLAT
8	1h15	TD	5h00	Mid-term quiz (QCM / multiple choice)	2 salles informatiques. PCs with Internet – one per student All at same time	V. FERROUILLAT + 1 surveillant
9	1h15	TD		Launch of major case exercise	Salle Équipée	V. FERROUILLAT
	0	TP*	20h00	Team work on case exercise (to end of course)		

10	2h30	CM	3h00	The marketing mix (3): Pricing strategies Implications of supply chain management	Salle Équipée	V. FERROUILLAT
11	2h30	CM	3h00	The marketing mix (4): Communicating with the market: Advertising and building brand value	Salle Équipée, Internet	H. SIMONET
12	1h15	TD	4h00	Application exercise – market communication for objectives	Salle Équipée, Internet	H. SIMONET
13	2h30	CM	3h00	Integrated direct marketing	Salle Équipée	V. FERROUILLAT
14	2h30	CM	3h00	Building the integrated plan	Salle Équipée	V. FERROUILLAT & H. SIMONET
15	2h30	CM	3h00	Budgeting, forecasting, control	Salle Équipée	V. FERROUILLAT
16	1h15	TD	6h00	Presentation of team project plans (final examination)	Salle Équipée	V. FERROUILLAT

TP\* = Group work without instructor and without room assignment