

COURSE OUTLINE - FICHE PEDAGOGIQUE

DESCRIPTION OF COURSE / DESCRIPTION DU MODULE	
COURSE TITLE / INTITULE : UNDERSTANDING THE B2B MARKET	CODE: MEMLVM2809
	YEAR / ANNEE: 2009/2010
COURSE PRESENTATION & CONTENTS / CONTENU: <p>This course begins the specialization in Business-to-Business marketing and sales with an examination of the environment of the B2B market. Students gain an understanding of the importance and characteristics and functioning of the B2B market and how it differs from the consumer market.</p> <p>Additionally, the course serves to introduce the program of the B2B major.</p>	
SKILLS TARGETED / COMPETENCES VISEES: <p>As a result of this course, the student will:</p> <ul style="list-style-type: none"> • Understand the scope and nature of the B2B market and its major differences with consumer markets, • Understand the major characteristics of the B2B market, and • Be able to explain the decision process in a B2B purchase, analyze who is involved, and create a first level strategy of approach. 	
DEPARTMENT / DEPARTEMENT FOURNISSEUR: EMLV Marketing and Sales	
RESPONSIBLE PROFESSOR / RESPONSABLE PEDAGOGIQUE: Marcos Lima	OFFICE / BUREAU: E 415
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POSITION OF THE COURSE IN THE PROGRAM / POSITIONNEMENT DU MODULE DANS LE CURSUS	
SCHOOL / ECOLE: EMLV	YEAR / ANNEE: 4e
PROGRAM / PROGRAMME: EMLV	SEMESTER / SEMESTRE: 8
TRACK – MAJOR / OPTION: Commerce / B2B	
UNITE D'ENSEIGNEMENT : MARKETING VENTE	
CREDITS ECTS : 2	

LENGTH (IN HOURS) / DUREE (EN HEURE)				
TOTAL HOURS / TOTAL FACE A FACE: 17h30	CM: 15h00	CA:	TD: 2h30	TP:
TOTAL EVALUATION: 3h15	CC: 1h15 (inclus dans TD)	EXAM/ EXAMEN: 2h00	PRESENTATION / SOUTENANCE:	

DETAILED DESCRIPTION OF COURSE / DESCRIPTIF DETAILLE DU MODULE
LANGUAGE OF COURSE / LANGUE D'ENSEIGNEMENT: English / Anglais
PREREQUISITES / PREREQUIS: <ul style="list-style-type: none"> • Sufficient level of English (750 TOEIC) • Mastery of all the courses of marketing and sales of the previous semesters. • Understanding of the organization of companies and their modes of functioning.

<p>LEARNING OBJECTIVES / OBJECTIFS PEDAGOGIQUES:</p> <p>As a result of this course, students will</p> <ul style="list-style-type: none"> • Understand the nature of the B2B market and its major differences with consumer markets, • Understand the major characteristics of the B2B market, and • Be able to explain the decision process in a B2B purchase, analyze who is involved, and create a first level strategy of approach.
<p>TEACHING METHOD / METHODE PEDAGOGIQUE:</p> <p>This course is organized as a mixture of interactive sessions presenting the concepts — given by several people with specific expertise and experience — reinforced by cases and exercises to place the concepts into action. In addition to the class sessions, the students perform a field research project to better understand the scope and behavior of the B2B market.</p>
<p>EVALUATION METHOD / MODALITES D'EVALUATION:</p> <p>Ongoing assessment : 60 % — 30% mid term quiz (individual), 30% exercises, team research (team note).</p> <p>Final Assessment : 40 % — final examination – written and without reference materials</p> <p>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.</p>
<p>BIBLIOGRAPHY / BIBLIOGRAPHIE:</p> <p>Course Text Book:</p> <ul style="list-style-type: none"> • HUNT, Michael D. and SPEH, Thomas W, <i>Business Marketing Management: a strategic approach - 8th or 9th edition</i>, Thompson/South-West Publishing 2004/2007. <p>Reference works:</p> <ul style="list-style-type: none"> • WRITE, Ray, <i>Business-to-Business Marketing: a step by step approach</i>, Prentice Hall/FT 2004, ISBN 0-273-64647-8. • KOTLER, Philip, <i>Marketing Management, Analysis, Planning, Implementation, and Control</i>, Prentice-Hall. <p>Support materials and documents distributed during the sessions or made available.</p>

COURSE SEQUENCE / DEROULEMENT DU MODULE 2009/2010						
SESSION N° SEANCE	LENGTH DUREE	TYPE	PERSONAL WORK TRAVAIL PERSONNEL	TOPIC / THEMES	COURSE LOGISTICS LOGISTIQUE DU COURS	INSTRUCTOR INTERVENANT
1	2h30	CM	3h00	Semester launch and introduction to the program. Why B2B, nature of the market.	Salle Équipée	Marcos LIMA
		TP*	6h00	(student field research in teams, preparation of presentation)		
2	2h30	CM		Presentation of result of student team research	Salle Équipée	Marcos LIMA
3	2h30	CM	3h00	Exporting in B2B	Salle Équipée	B. GRIEU
4	2h30	CM	3h00	Managing Relationships in B2B	Salle Équipée	JL BRUNSTEIN
5	2h30	TD	5h00	Quiz (multiple choice / QCM)	2 salles informatiques :	LIMA + 1 surveillant
5	2h30	CM	3h00	B2B, Trading & Financial Markets	Salle Équipée	D. ESNAULT
8	2h30	CM	3h00	Branding in B2B	Salle Équipée	H. SIMONET

TP* = Group work without instructor and without room assignment