

## **MARK 3510 – Business to Business Marketing**

<b>School:</b>	<b>School of Business and Management</b>
<b>Subject Area:</b>	<b>Marketing</b>
<b>Course Credit:</b>	<b>4</b>
<b>Instructor:</b>	<b>RAITT Gene</b>
<b>Pre-requisite/co-requisite:</b>	<a href="#"><u>Details Here</u></a>

### **Notes:**

- The syllabi provided here is for reference only and may be subject to changes and adjustments as determined by the course instructors.

The Hong Kong University of Science and Technology  
School of Business and Management

**MARK 3510 Business to Business Marketing**  
**(4 Units)**

**2025 Summer**  
**(16 June ~ 11 July)**

**Instructor**

Professor Eugene R. Raitt  
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Office hour: By appointment

**Teaching Assistant**

Mr. Yan SUN  
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**Lecture:**

Mon, Wed & Fri  
9:30AM – 12:50PM  
Location: LSK – 1005

**Tutorial<sup>#</sup>:**

Mon, Wed & Fri  
2:00PM – 2:50PM  
Location: LSK – 1005

<sup>#</sup>There are **NO** official tutorials, we will only use the tutorial for exams. However, you are free to use the tutorial session and venue for your group assessment (e.g., group meeting, simulation etc.)

I will be available for any meetings either in person, via ZOOM, or regular phone call upon prior appointment.

**Pre-requisite**

MARK2120: Marketing Management; or permission from the professor.

**Course Textbook**

**Business to Business Marketing, 6<sup>th</sup> Edition:** Ross Brennan, Louise Canning, & Raymond McDowell (e-book version).

## Course Overview

Business-to-Business (B2B) Marketing refers to marketing activities that are directed towards businesses, governments, and institutions, in contrast to Business-to-Consumers (B2C) which are directed to end consumers. Companies like Procter & Gamble, Sony, HSBC and Accenture are manufacturers and service providers to consumers. But these companies are also buyers, spending trillions of dollars annually on products and services sold to them by other businesses. They buy raw materials and component parts; they make large investments in buildings, equipment, and information technology; and they continually purchase supplies and business services—legal, financial, technical—to support their operations. This course will enable you to market to these buyers effectively by understanding their processes and the differences from B2C.

We will apply many of the familiar marketing concepts and frameworks of such as segmentation, buying behavior, pricing and distribution strategies, demand generation, and customer relationships in a business context.

We will also explore the specific and unique marketing issues and opportunities facing firms that sell to other firms/organizations as customers; and apply strategies and tactics that firms can use to analyze and tap into business markets.

Students will have the opportunity to apply principles they have learned directly via a business simulation game called MikesBikes. This game will be a key pillar of the course and will be conducted in groups. It's a simulation that is specifically oriented to B2B and a perfect adjunct to the textbook and lecture material.

## Learning Objectives

1. Understand the nature, structure, and distinguishing characteristics of business-to-business markets.
2. Provide a framework for analyzing organizational buying behavior in all sectors of the business market—commercial enterprises (large and small) as well as government and institutional buyers.
3. Apply demand analysis and segmentation techniques to the business market.
4. Develop effective sales and marketing strategies and tactics in product and service management, pricing, promotion, distribution, and sales to take advantage of business marketing opportunities.

## Course Assessment

Assessment	Weight/Assessment Type*
Midterm Exam	25% (I)
Final Exam	25% (I)
MikesBikes Simulation	25% (T)
MikesBikes Final Report	15% (T)
Class Participation	10% (I)

\* I – Individual, T – Team, all team assessment will be peer-assessed.

### **Class Participation**

Guided by the course materials and instructor, we will interactively discuss the key issues, challenges and opportunities related to Business-to-Business Marketing. In addition to lectures, we will also have at least one guest speaker as well as group activities during classroom sessions.

You are expected to be in class and actively engaged for every class session. You are encouraged to raise questions related to class topics as well as to actively participate through relevant insights and examples.

Simple attendance is NOT sufficient to earn a good class participation grade. Learning in this class depends heavily on your willingness to expose your insights and viewpoints and engage in discussion with your classmates. Thus, you are expected to be prepared for class by reading any assigned materials and contributing to class discussions.

To encourage discussions, I may randomly call on students/teams to volunteer their point of view about the assigned readings and discussion topics. During class sessions, we may have in-class activities. Your performance in these activities will also influence your class participation score.

Do not be afraid to express your opinions, observations, or share experiences.

Remember, there are often no absolute right or wrong answers in marketing problems. Instead, good answers and ideas are discovered via collaborative discussion together. There will be no negative points for class participation, only positive point scores. Every time you add to the discussion, no matter how minor, it will help your grade. Every comment is helpful because it can spur further discussion. Don't be afraid that a comment will be seen as "wrong" and hurt your grade. The grading system does not allow for this.

## **Attendance Policy**

### **Attendance:**

Attendance is **mandatory** for this course. All enrolled students, regardless of their program, must adhere to the attendance guidelines.

There are a total of 12 sessions, if you are absent for more than 50% of the classes, regardless of the reason, we may take this into consideration in your final grading.

### **Lateness:**

If you are late for more than 15 minutes, you will receive a late mark on your attendance record.

## **B2B Business Simulation Game – MikesBikes**

MikesBikes provides a realistic B2B experience, focused on marketing, but also incorporates significant other operational elements necessary for marketers to understand in order to achieve the overall marketing objectives of the company.

Students are required to work within a group consisting of a maximum of 3 members each. You are required to form your own groups ***on or before 11:59PM, 18 June (Wednesday)***, if you do not belong to any group on or before the deadline, the TA will assign you to a group. All groups will be final after add/drop period.

There will be a full practice round where everyone can go through the decisions and the related consequences (which means you do not to practice in groups), you can have a try and re-do as many as you want, the practice round will not be counted in your final grade.

After the practice round, teams will compete during the main live round, there will be in total 9 rollovers (simulated years), and we will measure your performance based on **Share Holder Value (SHV)**.

After the simulation, groups are also required to submit a written report, more details will be shared during the class.

## **Course Exams**

There will be a midterm and final in this course. The exams will be in the format of true/false and multiple-choice questions and are designed so you will have plenty of time to complete them during the tutorial session. No questions will be answered during the exams to prevent bias, unless it is about the literal meaning of a word or a technical issue.

We will be using UST-approved proctors and invigilators during the exams.

To ensure fairness to all, **no make-up exams will be arranged**. However, if you cannot take the tests on the scheduled time due to serious illness, the school policy on “Illness or Other Circumstances Affecting Assessment” will be followed if you can provide valid medical proof.

Only students with approved exceptions will be allowed to take a make-up examination, the make-up quiz may be different from the original one. Students with denied exceptions will NOT earn any points for missing exam(s).

## **Peer Evaluation**

All the group members should contribute to the group assessment (i.e., MikesBikes Simulation and Report), peer evaluation will be conducted at the end of the course, your result will be adjusted based on the peer evaluation results. More details will be shared later this semester.

Peer evaluation results will remain confidential and will not be shared with your group members, you are also strongly advised to finish evaluation individually and not to share your evaluation with your group members

## **Course Grading**

Final grades will be on an absolute basis. **NO** curve grading will be used in this course according to the regulations of the university. Grades will be numerical, converted to a letter grade in the end. Normally the final grade distribution will fall within the university grade bands, more details could be found at <https://registry.hkust.edu.hk/resource-library/grading-courses>.

Letter Grade	Grade Points	Definition
A+	4.3	Excellent Performance
A	4.0	
A-	3.7	
B+	3.3	Good Performance
B	3.0	
B-	2.7	
C+	2.3	Satisfactory Performance
C	2.0	
C-	1.7	
D	1.0	Marginal Pass
F	0	Failure

Students who wish to appeal their final grades must email the TA and copy the instructor within 7 days after the grade release (e.g., if the grade releases on 25 July, then deadline for grade appeal will be 1 August). We will process your appeal within 3 working days. Please note that appeals after the deadline will not be considered.

However, if you have any concerns about your grades, we strongly encourage you to notify us as soon as possible so we can address any issues promptly, rather than waiting until after the grade release.

### Academic Integrity

Academic integrity is a critical value of the university community. Integrity violations destroy the fabric of a learning community and the spirit of inquiry that is vital to the effectiveness the University. I have absolutely no tolerance for cheating or plagiarism and there are no acceptable excuses.

UST places a strong emphasis on academic integrity and has introduced regulations to back this up. To help students and staff to understand the policy, a website has been established that explains the regulations, provides assistance for students in avoiding plagiarism, and sets out the role of faculty and staff when a case of cheating or plagiarism comes to their attention.

Please visit the website at <http://acadreg.ust.hk/generalreg.html> .

The penalty for cheating can range from failure of an exam or assignment to failure of the course. Cheating entails offering or receiving assistance from other people or sources. Exams are to be written without the assistance of notes or other people, unless I explicitly tell you otherwise. For assignments identified as group work, it is expected that all members of the group will have contributed, and that only members of the group will have contributed. A group may not collaborate with a group from another section of the course.

The penalty for plagiarism is course failure. Plagiarism is copying anything from another source without citing that source. You are required to provide appropriate citations when you use ideas and arguments or otherwise draw on others' work.

Generative AI is only allowed on two conditions: the use must be disclosed along with the specific application, and AI cannot be used as a substitute for original work but only as an adjunct, idea generator, or for other supplemental purposes.

### **Important Things to Note**

1. Please **have your Name Card** on your desk so that I can get to know your name and face, if you do not have one, your participation may not be recorded.
2. Computers: OK to use for class
3. Phones: Please turn OFF your cell phones before the class begins.
4. Participation: We all learn from each other in a collaborative discussion format, so attendance, attention, and participation are important. I will publish class lecture materials prior to each lecture, so please focus on staying engaged, not taking extensive notes.
5. Make-up sessions: It is your responsibility to ensure you can attend the classes and complete the assignments. If you must miss a class or an assignment, there is no provision for make-up sessions. You must plan in advance and balance your own schedule. All sessions are recorded and available for 2 weeks, so you may make up a class in that manner.
6. Please complete any assigned readings before class. This is particularly important for discussion and participation.
7. All deadlines will be strictly enforced. Late submissions will not be graded, and no make-up assignments will be allowed.
8. Always bring a calculator to classes and exams.

## Final Note

Please use me as a resource. My primary objective is to transfer knowledge, but along the way I'm here to help you in any way necessary to further your understanding of B2B marketing, marketing in general, business in general, or any career advice/consulting that you may require.

I'm easy to approach, and available through multiple channels, including in person if not a problem. Let me help you succeed.

## Tentative Course Schedule

*Updated on 7<sup>th</sup> July, 2025*

Class	Date	Session*	Topics/Actions	Remarks
1	June 16 (Monday)	1 <sup>st</sup> Half	Course Introduction/MikesBikes Brief	Practice Round Starts on June 16
		2 <sup>nd</sup> Half	Pricing Strategy	
2	June 18 (Wednesday)	1 <sup>st</sup> Half	Buyer Behaviour & Inter-Firm Relationship & Networking	Add-drop Deadline at 11:59PM, June 18 Team Formation Due at 11:59PM, June 18
		2 <sup>nd</sup> Half	Responsible B2B Strategy	
3	June 20 (Friday)	1 <sup>st</sup> Half	<i>Team Meeting Session – Preparation/Practice</i>	Main Round Starts on June 20
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 1</i>	
4	June 23 (Monday)	1 <sup>st</sup> Half	STP/ Business Market Segmentation	<i>Rollover 1 Due at 12PM, June 24</i>
		2 <sup>nd</sup> Half	Market Communication	
5	June 25 (Wednesday)	1 <sup>st</sup> Half	Marketing Research/Researching B2B Markets	<i>Rollover 2 Due at 6PM, June 25</i>
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 2</i>	
6	June 27 (Friday)	1 <sup>st</sup> Half	<b>Midterm Exam</b>	<i>Rollover 3 Due at 6PM, June 28</i>
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 3</i>	
7	June 30 (Monday)	1 <sup>st</sup> Half	Relationship Communication	<i>Rollover 4 Due at 6PM, June 30</i>
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 4</i>	
8	July 2 (Wednesday)	1 <sup>st</sup> Half	Relationship Portfolio & Key Account Management	<i>Rollover 5 Due at 6PM, July 2</i>
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 5</i>	
9	July 4 (Friday)	1 <sup>st</sup> Half	Managing Products Offering	<i>Rollover 6 Due at 6PM, July 4</i>
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 6</i>	
10	July 7 (Monday)	1 <sup>st</sup> Half	Routes to Marketing	<i>Rollover 7 Due at 6PM, July 7</i>
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 7</i>	
11	July 9 (Wednesday)	1 <sup>st</sup> Half	Bonus Lecture, Course Wrap Up & Ask the Professor	<i>Rollover 8 Due at 6PM, July 9</i>
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 8</i>	
12	July 11 (Friday)	1 <sup>st</sup> Half	<b>Final Exam</b>	Final Report, Peer Evaluation Due on July 16 <i>Rollover 9 Due at 6PM, July 12</i>
		2 <sup>nd</sup> Half	<i>Team Meeting Session – Rollover 9</i>	

\* Each half is around 1 hour and 30 minutes