



# ICMK 420/452

**BUSINESS-TO-BUSINESS MARKETING | BUSINESS MARKETING AND SELLING STRATEGY**

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**Mahidol University International College**

Asst. Prof. Dr. Chanchai Phonthanukitithaworn

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THAILAND

## SYLLABUS

Name of Institution: Mahidol University International College

Division: Business Administration Division

## GENERAL INFORMATION

### Course Code and Course Title

Thai	ICMK 420 การตลาดภาคธุรกิจสู่ภาคธุรกิจ
	ICMK 452 การตลาดภาคธุรกิจ และกลยุทธ์การขาย
English	ICMK 420 Business-to-Business Marketing
	ICMK 452 Business Marketing and Selling Strategy

### Number of Credits

4 Credits

### Credit Hours/Semester

Lecture or Other In-class Activity	48 Hours
Laboratory/ Field Trip/ Internship	0 Hours
Self-Study Hours	48 Hours

### Degree

Bachelor of Business Administration

### Instructor Information

Name:	Dr. Chanchai Phonthanukitithaworn
Email:	chanchai.pho@mahidol.ac.th
Telephone:	02-700-5000 Ext. 4453
Office:	Aditayathorn Building 433
Office Hours:	Friday between 08:00 – 12:00 hrs. or by appointment

## Pre-requisites

ICMK 221 Principles of Marketing

## DESCRIPTION AND OBJECTIVES

### Thai

หลักความคิดในการบริหารธุรกิจและพฤติกรรมผู้บริโภค ภาวะผู้นำ การจัดการกลุ่มลูกค้า ภาวะธุรกิจ การบริหาร ความสัมพันธ์ การตั้งราคา และการพัฒนาผลิตภัณฑ์ สำหรับบุคลากร ภาวะผู้นำ องค์ประกอบการขายสินค้า ภาวะผู้นำธุรกิจ กระบวนการขายสินค้า และเครื่องมือ

### English

Understanding of the nature of organization buyers and its buying behavior, business buyer segmentation, business relationships and customer relationship management, customer value and product development in business market, marketing communications in business market, basic components of selling function; tools for selling process; sales management and support

### Course Objectives

Course Learning Objective (CLO)	Program Learning Objectives (PLO)
<p><b>CLO1:</b> describe the characteristics of business-to-business marketing and basic components of selling functions</p> <p><b>CLO2:</b> explain frameworks and tools that use in formulating business-to-business marketing and sales strategy</p> <p><b>CLO3:</b> analyze and solve practical management problems in a business-to-business environment.</p>	<p><b>PLO6.1</b> Students can successfully design marketing plans for organization and emerging companies to continuously and sustainably grow in a digital world.</p>

## TEACHING AND EVALUATION PLANS

### Teaching Plan

Date	Topics	HR	Mode	CLO	Teaching Methods	EVA
<b>Week 1</b>						
05 Jan	Course Intro & Requirements	2	Online	-	Interactive Lecture	Q&A
07 Jan	Overview of B2B Marketing	2	Online	1	Interactive Lecture	Q&A
<b>Week 2</b>						
12 Jan	Type of B2B Customers, Product & Demand	2	Online	1	Interactive Lecture	Q&A
14 Jan	Purchasing Function	2	Online	1	Interactive Lecture	Q&A
TBC	Client Brief Session (09:00-11:00)	2	TBC	1	Guest Speaker	Group Project
<b>Week 3</b>						
19 Jan	Buying Situation and its Implications	2	On-Campus	1	Interactive Lecture	Q&A
21 Jan	Organizational Buying Behavior	2	On-Campus	1	Interactive Lecture	Q&A
<b>Week 4</b>						
26 Jan	Market Opportunities	2	On-Campus	1,2	Interactive Lecture	Q&A
28 Jan	Marketing Strategy (The Foundation)	2	On-Campus	1,2	Interactive Lecture	Q&A
<b>Week 5</b>						
02 Feb	Quiz 1	2	On-Campus	1,2	Quiz	Quiz

Date	Topics	HR	Mode	CLO	Teaching Methods	EVA
04 Feb	Developing & Managing Offerings	2	On-Campus	1	Interactive Lecture	Q&A
05 Feb	Submit 5-infographic slides presentation 1 to <a href="mailto:chanchai.pho@mahidol.edu">chanchai.pho@mahidol.edu</a>					
<b>Week 6</b>						
09 Feb	Progressive Presentation 1 (Item 1)	2	On-Campus	1	Interactive Lecture	Q&A
11 Feb	Progressive Presentation 1 (Item 1)	2	On-Campus	1	Interactive Lecture	Q&A
<b>Week 7</b>						
16 Feb	Business Marketing Channels	2	On-Campus	1,2	Interactive Lecture	Q&A
18 Feb	Pricing & Negotiating for Values	2	On-Campus	1,2	Interactive Lecture	Q&A
<b>Week 8</b>						
23 Feb	Communicating via Advertising, Trade Show & PR	2	On-Campus	1,2	Interactive Lecture	Q&A
25 Feb	Personal Selling & Sales Closure Techniques	2	On-Campus	1,2	Quiz	Quiz
<b>Week 9</b>						
02 Mar	Quiz 2	2	On-Campus	1,2	Quiz	Quiz
04 Mar	B2B Case Study	2	On-Campus	1,2,3	Case Study	Q&A
26 Feb	Submit 5-infographic slides presentation 2 to <a href="mailto:chanchai.pho@mahidol.edu">chanchai.pho@mahidol.edu</a>					
<b>Week 10</b>						
09 Mar	Progressive Presentation 2 (Item 2-5)	2	On-Campus	1,2,3	Presentation	Group Project

Date	Topics	HR	Mode	CLO	Teaching Methods	EVA
11 Mar	Progressive Presentation 2 (Item 2-5)	2	On-Campus	1,2,3	Presentation	Group Project
<b>Week 11</b>						
16 Mar	B2B Case Study	2	On-Campus	1,2,3	Workshop	Q&A
18 Mar	Project Consultation	2	On-Campus	1,2,3	Group Discussion	Group Project
19 Mar	Submit final 5-infographic slides to <a href="mailto:chanchai.pho@mahidol.edu">chanchai.pho@mahidol.edu</a>					
20 Mar	Final Presentation	2	On-Campus	1,2,3	Presentation	Group Project
<b>Week 12</b>						
23 Mar	No Class	-	-	-	-	-
25 Mar	Exam Revision	2	On-Campus	1,2,3	Interactive Lecture	Q&A

**Remark:** This is a tentative schedule which subjects to change with advanced notice

## Evaluation Plan

Methods/ Activities	Description	Week	Percentage
Attendance & Class Activity	See Appendix 1	1-12	5%
Quiz	See Appendix 1	5 & 8	15%
B2B Group Project	See Appendix 1	1-12	40%
Comprehensive Final Exam	See Appendix 1	13	40%

## Evaluation Plan

A	B+	B	C+	C	D+	D	F
90-100	85-89	80-84	75-79	70-74	65-69	60-64	<60

## TEACHING AND EVALUATION PLANS

### Required Reference List

Belch, G.E. (2007) Advertising and Promotion: An Integrated Marketing Communication Perspective, 9th edition, McGraw Hill

## COURSE POLICY

### Academic Dishonesty

Academic dishonesty is prohibited at MUIC. It is a serious offense because it diminishes the quality of scholarship and makes accurate evaluation of student progress impossible. Please refer and adhere to the rules and regulations regarding an academic dishonesty stated in the Student Handbook.

### Uniform Policy

A proper dress code is part of the written policy for student conduct, including exchange and visiting students. MUIC is a high profile institution and it is considered quite an honor to be wearing its uniform. Students are expected to strictly follow the university dress code norms. No cut-off jeans, shorts, mini or short skirts, tank tops or low cut blouses, flip-flops, rubber or plastic sandals, or house slippers are permitted. If the students neglected to wear the proper uniform, he/she will not be allowed to enter the classroom and will be marked as absent on that day.

### Communication Policy

Students are required to register the University email account both @student.mahidol.ac.th and @student.mahidol.edu in order to access the Learning Management System and LIVE session platform. This will be the means to communicate with the instructor. Communication through e-mail is also acceptable and welcomed.

## Course Material

All class materials and announcements will be uploaded in the **Google Classroom**.

**Class Code:** igemek5

**Invitation Link:** <https://classroom.google.com/c/MjQ4ODQyODUwNTQw?cjc=igemek5>

Teaching materials, including course video, lectures, notes, articles, and exercise are provided on Google Classroom. These materials are provided by the instructors which covers all of the contents in this course. Each week, students are responsible to study material posted on Google Classroom before attending the session each week.

## LIVE Session (In case when the classes are shifted to online mode)

Chanchai Phonthanukitithaworn is inviting you to a scheduled Zoom meeting.

Join Zoom Meeting

<https://zoom.us/j/94868972893?pwd=WllvSEcyb2FhSGxNamxyeVQ0YXh0dz09>

Meeting ID: 948 6897 2893

Passcode: 645366



## Appendix 1 : Student Evaluation Plan

### 5% Attendance & Class Activity

There are 4Ps expecting from students in class:

- **Preparation**—students are expected to read the textbook and assigned materials prior the time of lecture.
- **Presence**—attending class is one of your major responsibilities. If you are unable to attend a class, he/she should let the instructor know in advance via email.
- **Punctuality**—students are expected to come to class on time.
- **Participation**—students are encouraged to get involved in class, for example sharing ideas, asking insightful questions, answering questions, working on class exercises.
- Checking attendance at five minutes after the class starts (2 late = 1 absence)

### 15% Quizzes

Students are expected to constantly review all course materials. There will be two quizzes in class. There will be NO make-up quizzes regardless of any reason. If you are late to the class on that day, you will not be eligible in taking one.

### 40% B2B Marketing Group Project

You are required to form a team to serve as a consulting firm. Your team will be assigned to develop a B2B marketing plan for a company. The aim of this plan is to serve as a guideline for the company to implement marketing activities and strategies in order to compete with existing competitors as well as to increase sales and profits. You have to convince the owner that your business plan is FEASIBLE, ACHIEVABLE, and BETTER than other consulting firms. This is your challenge!

In week 2, the product owner will join our class as a special guest speaker to give you a brief about the company background and product. You are allowed to ask any question at the end of the session. This is your best chance to gather some insight information about the company.

## Presentation

- There will be a total of two progressive and one final presentation. The progressive presentations aim to provide you feedback on your work-in-progress project, so that you can improve a quality of your final work
- Each team will be required to perform a **“10-minutes, 5-infographic slides presentation”**
- Attendance of all team members is required during the presentation date but not all members have to participate in the presentation.
- The presentation schedule and paperwork submission deadline are noted in the course outline on page 3
- All of your presentations should include the highlights and key points of the project as well as any support materials to support your claims and recommendations.
- Professional but creative style of presentation is highly expected
- The presentation assessment criteria can be found in Appendix 4

## 5-infographic slides presentation

- The goal is to utilize information found in progressive presentation 1 and 2 to propose effective B2B marketing plan for the company
- Your final pitching slides should include all the components outlined in the Appendix 2. It also should highlight the key points of the project as well as any support material to support your claims and recommendations.
- The final pitching slides assessment criteria can be found in Appendix 3

## Team Peer Evaluation

At the end of the project, you are required to assign scores to each team member that reflects how each team member contributed to the completion of the project. This is an opportunity to reward the members of your team who worked hardest on the team's behalf and it is also an opportunity to fairly reflect the effort of team members who did not perform as well or who did not make sufficient effort to participate in team activities. Individual marks will be adjusted based on the team ratings you give each individual. How YOUR team's ratings will affect YOUR marks (see below table). The team peer evaluation form can be found in Appendix 5 and downloaded via MUIC e-learning system.

Average peer evaluation score	
70%-100%	Full total earned team score
50%-69%	Deduct 30% of your total earned team score
30%-49%	Deduct 40% of your total earned team score
Below 30%	Deduct 50% of your total earned team score

### 40% Final Examination

A comprehensive examination style. The examination covers all the contents and materials from week 1 to week 12. It is a closed book examination. Please be noted that it is your responsibility to check the examination date and venue.

## Appendix 2 : B2B Marketing Plan Guideline

### Item 1: Company Situation Analysis

This item aims to match the company's strategy to external market circumstances and to internal resources and competitive capabilities.

#### A. How well is the present strategy working

- What is the current strategy?
- Is it achieving financial/strategic objectives?
- Is market share increasing / decreasing?
- Trends in profit margin, net profit, ROI, stock price, sales?

#### B. What are the company's resource strengths/weaknesses and external opportunities and threats?

- Strengths—attributes that are helpful to achieving the objective
- Weakness—attribute that are harmful to achieving the objective
- Opportunities—external conditions that are helpful to achieving the objective
- Threats—external conditions which could do damage to the objective

#### C. Drawing conclusions from SWOT Analysis

- How best to deploy resources in view of the company's internal/external situation
- Does the resource base need to be adjusted to respond to emerging issues?
- Are there resource gaps that need to be filled?
- In what ways does the company need to strengthen its (future) resource base?

#### D. Are company prices/costs competitive?

- Cost disparities can stem from differences in raw materials prices, technology used, age of plant/equipment, production costs, and marketing, sales, promotion and advertising costs.

#### E. How strong is the company relative to rivals?

- Whether market position will improve/deteriorate if present strategy continues?
- How the firm ranks relative to key rivals on each industry success factor and each relevant measure of competitive strength
- Whether the firm has a competitive advantage / disadvantage vs. rivals
- Firm's ability to defend market position in light of industry driving forces

## Item 2: Marketing Objectives

The development of marketing objectives is based on environmental analysis, SWOT analysis, the firm's overall corporate objectives, and the organization's resources. For each objective, this section should answer the question, "What is the specific and measurable outcome and time frame for completing this objective?"

## Item 3: Marketing Strategies

### F. Target Market

The marketing plan clearly specifies and describes the target market(s) toward which the organization will aim its marketing efforts. This part is for you to explain your choice of target market.

- Who are the potential buyers?
- Characteristics of buying organization—industry type, size, location, usage rate and etc.
- When, where, how, how much, and how often does the target market buy this product?
- Why does this target market purchase this product? What needs and wants does this product satisfy the target market or what problems does it help them solve?
- How much demand exists among the target market?

### G. Marketing Mix

This component should provide considerable details regarding each element of the marketing mix:

- Product
- Price
- Place
- Promotion

The development of marketing mix should be aligned with the target market identified in Item 3F. Ensure the suggested plans to meet target market's requirements.

## Item 4: Marketing Implementation

### H. Activities, Responsibility, and Timetables for Completion

This component of the marketing plan outlines the specific activities required to implement the marketing plan, who is responsible for performing these activities, and when these activities should be accomplished based on a specified schedule.

### I. Financial Information

The component of the marketing plan outlines three main information;

- *budget*—how much money do we need to implement your marketing plan?
- *sales forecast*—what are the expected sales gained from your marketing plan?
- *Profit*—what are the expected profits gained from your marketing plan?

**Note:** This section can be presented in table format with a paragraph of explanation.

## Appendix 3 : 5-infographic slides presentation

Category	Unacceptable (0-2)	Needs Improvement (3-6)	Good (7-8)	Excellent (9-10)	Total Points
<b>Main Idea</b>	Topic and/or main ideas are absent or very unclear.	Topic is given but main ideas are unclear or lacking.	Topic and main ideas are clear.	The topic and messages of the infographic are clear and easily understood	
<b>Details</b>	Very little detail is provided for the main ideas and understanding is limited.	More is needed for understanding. Some are distracting.	Detail is added to support each main idea with minimal clutter.	Details (including labels) support the main idea without distracting with clutter.	
<b>Graphics - Relevance</b>	Graphics do not relate to the topic.	All graphics relate to the topic but do not represent appropriately.	Most graphics represent the information appropriately.	The graphics used represent information appropriately.	
<b>Design/layout</b>	The design/layout is distractingly messy, unattractive, or very poorly designed.	The design/layout is acceptably attractive though it may be a bit messy.	The design/layout is attractive in terms of design, layout and neatness.	The design/layout is neat, clear, and visually appealing.	
<b>Mechanics</b>	More than 2 errors in capitalization or punctuation.	There are 2 errors in capitalization or punctuation.	There is 1 error in capitalization or punctuation.	Capitalization and punctuation are correct throughout.	
<b>Grammar</b>	There are more than 2 grammatical mistakes.	There are 2 grammatical mistakes.	There is 1 grammatical mistake.	There are no grammatical mistakes.	
<b>Total</b>					

## Appendix 4 : Presentation Assessment Criteria

Assessment Criteria	None	Minimal	Somewhat	Acceptable	Good	Outstanding
	0	1-2	3-4	5-6	7-8	9-10
<b>Presentation technique:</b> <ul style="list-style-type: none"> <li>Presenters present information in logical, interesting sequence which audience can follow</li> </ul>						
<b>Visual Aids:</b> <ul style="list-style-type: none"> <li>Visuals are attractive and effectively enhance the presentation; show considerable originality illustrates important points</li> <li>Background, font formats (colours, size, type), and graphics significantly enhance the presentation; no misspellings or grammatical errors</li> </ul>						
<b>Content:</b> <ul style="list-style-type: none"> <li>Content throughout the presentation is well researched and presented succinctly; presentation is well prepared and has obviously been rehearsed</li> </ul>						
<b>Salesmanship:</b> <ul style="list-style-type: none"> <li>Presenters can convince clients that their plan is effective and better than other firms</li> <li>Presenters can convince clients that they have offered the best solutions and recommendations</li> </ul>						
<b>Defence:</b> <ul style="list-style-type: none"> <li>Presenters can handle the questions from your clients well</li> </ul>						
<b>Cooperation/Teamwork:</b> <ul style="list-style-type: none"> <li>Presenters worked as part of a team, providing effective transitions to the next/ previous speaker or making references to previous/next topics.</li> <li>All group members participate equally.</li> </ul>						
<b>Time Requirement:</b> <ul style="list-style-type: none"> <li>The presentation duration meets the requirement?</li> </ul>						



