

Module Title:	Business to Business Marketing
Language of Instruction:	English
Credits:	5
NFQ Level:	8
Module Delivered In	1 programme(s)
Teaching & Learning Strategies:	This module will be taught through a combination of lectures and case work examining inbound and outbound marketing techniques (blogs, papers, email) and relationship marketing.
Module Aim:	This module aims to provide a understanding of the dynamics of business to business marketing in a Digital economy both nationally and globally while also learning how to develop business to business Marketing Strategies.
Learning Outcomes	
<i>On successful completion of this module the learner should be able to:</i>	
LO1	Critically evaluate new tools and technologies in Business to Business Marketing and the changes in the organisational buyer behaviour journey, in the development of long term strategic business relationships.
LO2	Research and develop a Business to Business Marketing Strategy.
LO3	Critically analyse the challenges and opportunities in both national and international business environments in order to develop successful B2B market positioning.
Pre-requisite learning	
Module Recommendations <i>This is prior learning (or a practical skill) that is recommended before enrolment in this module.</i>	
No recommendations listed	
Incompatible Modules <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module.</i>	
No incompatible modules listed	
Co-requisite Modules	
No Co-requisite modules listed	
Requirements <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed.</i>	
No requirements listed	

Module Content & Assessment

Indicative Content

The Business to Business Buyer

Characteristics of the B2B Buyer. changing dynamics - Fostering relationships. Understanding the B2B buyer behaviour journey.

The evolving B2B marketing landscape

More channels and platforms, need for agility, changing buyer, data management.

Tools and Technologies

Evaluate marketing tools and technologies including four that impact B2B marketing such as Analytics, Optimisation, Marketing Automation, Targeting and Personalisation.

B2B Marketing Planning

The planning cycle, B2B brand awareness, demand generation, organisational enablement.

Control and Measurement

Budgeting, Staffing, Measuring.

Assessment Breakdown

%

Continuous Assessment

100.00%

Continuous Assessment

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Case Studies	Using a case study approach, Learners will be tasked with identifying and evaluating key trends, influences and changes in the buying organisation (DMU) and the B2B customer buyer journey. Learners will be required to appraise and provide B2B marketing solutions to respond to these changes.	1,3	30.00	Week 24
Project	In groups, learners will undertake research and develop a Business to Business marketing strategy for a client company.	1,2,3	70.00	Sem 2 End

No Project

No Practical

No End of Module Formal Examination

SETU Carlow Campus reserves the right to alter the nature and timings of assessment

Module Workload

Workload: Full Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	3.00
Independent Learning Time	Every Week	6.00
Total Hours		9.00

Workload: Part Time		
<i>Workload Type</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Every Week	1.50
Independent Learning Time	Every Week	7.50
Total Hours		9.00

Module Delivered In

Programme Code	Programme	Semester	Delivery
CW_BBDMA_B	Bachelor of Science (Honours) in Digital Marketing with Analytics	8	Mandatory