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## MODULE DESCRIPTOR

### Module Title

Business Marketing And Innovation

|           |           |             |         |
|-----------|-----------|-------------|---------|
| Reference | BSM123    | Version     | 4       |
| Created   | July 2017 | SCQF Level  | SCQF 11 |
| Approved  | June 2018 | SCQF Points | 15      |
| Amended   | July 2017 | ECTS Points | 7.5     |

### Aims of Module

To equip students with a holistic understanding and critical overview of the key issues shaping Business to Business Marketing in markets today and in the future.

### Learning Outcomes for Module

On completion of this module, students are expected to be able to:

- 1 Critically review management practice in B2B Marketing.
- 2 Appreciate the complementary functional disciplines which impact B2B Marketing and Innovation.
- 3 Critically debate alternative theories of sustainable competitive advantage in dynamic environments.
- 4 Examine the strategic and managerial implications of alternative approaches to sustaining competitive advantage through evolving business processes and approaches to product innovation.

### Indicative Module Content

This module examines current issues in B2B Marketing including, organisational buying behaviour, segmentation, demand analysis, and marketing communications along with the complementary functions of Purchasing and Supply Chain Management. Alternative theories of how and where to compete in the future are debated - concentration on lead markets or 'bottom of the pyramid' approaches. This is to foster understanding of the need for product development and innovation. The managerial implications for both organic innovation and innovation through acquisition are examined.

### Module Delivery

Lectures, interactive group work, case study and self directed study.

**Indicative Student Workload**

|  | Full Time | Part Time |
|--|-----------|-----------|
| Contact Hours  | 36        | 36        |
| Non-Contact Hours  | 114       | 114       |
| Placement/Work-Based Learning Experience [Notional] Hours                    | N/A       | N/A       |
| TOTAL  | 150       | 150       |
| <i>Actual Placement hours for professional, statutory or regulatory body</i> |           |           |

**ASSESSMENT PLAN**

If a major/minor model is used and box is ticked, % weightings below are indicative only.

**Component 1**

|              |                         |            |      |                    |            |
|--------------|-------------------------|------------|------|--------------------|------------|
| Type:        | Coursework              | Weighting: | 100% | Outcomes Assessed: | 1, 2, 3, 4 |
| Description: | Individual Presentation |            |      |                    |            |

**MODULE PERFORMANCE DESCRIPTOR****Explanatory Text**

The module is assessed by one component: C1 - Coursework - 100% weighting. Module Pass Mark = Grade D (40%)

| Module Grade | Minimum Requirements to achieve Module Grade:                                  |
|--------------|--|
| <b>A</b>     | 70% or above   |
| <b>B</b>     | 60% - 69%  |
| <b>C</b>     | 50% - 59%  |
| <b>D</b>     | 40% - 49%  |
| <b>E</b>     | 35% - 39%  |
| <b>F</b>     | 0% - 34%   |
| <b>NS</b>    | Non-submission of work by published deadline or non-attendance for examination |

**Module Requirements**

|                          |       |
|--------------------------|-------|
| Prerequisites for Module | None. |
| Corequisites for module  | None  |
| Precluded Modules        | None. |

**INDICATIVE BIBLIOGRAPHY**

- 1 BESSANT, J. and TIDD, J., 2015. *Innovation and Entrepreneurship*. 3rd ed. Chichester: Wiley.
- 2 HUTT, M.D. and SPEH, T.W., 2013. *Business marketing management: b2b*. 11th ed. Mason, Ohio: South-Western Cengage Learning.
- 3 STAMM, B.V., 2008. *Managing innovation, design and creativity*. 2nd ed. Chichester: Wiley.
- 4 TIDD, J., and BESSANT, J. 2014. *Strategic innovation management*. Chichester: Wiley.
- 5 TROTT, P., 2016. *Innovation management and new product development*. 6th ed. Harlow Essex: Prentice Hall.