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MODULE DESCRIPTOR

Module Title

Business Marketing And Innovation

| | | | |
|-----------|---------------|-------------|---------|
| Reference | CBM123 | Version | 1 |
| Created | January 2020 | SCQF Level | SCQF 11 |
| Approved | February 2019 | SCQF Points | 15 |
| Amended | July 2019 | 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

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

This module is delivered by lectures, interactive group work, case study and self directed study. Online delivery includes weekly audiocasts supplemented by key readings and group activities.

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 calculation of the overall grade for this module is based on 100% weighting of C1. An overall minimum grade D is required to pass the module.

| Module Grade | Minimum Requirements to achieve Module Grade: |
|--------------|--|
| A | The student needs to achieve an A in C1. |
| B | The student needs to achieve a B in C1. |
| C | The student needs to achieve a C in C1. |
| D | The student needs to achieve a D in C1. |
| E | The student needs to achieve an E in C1. |
| F | The student needs to achieve an F in C1. |
| NS | 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, West Sussex, England: Wiley.
- 2 FILL, C. and FILL, K.E., 2005. *Business-to-Business Marketing: Relationships, Systems and Communications*. 1st ed. Harlow, Essex, England: Pearson Education.
- 3 HUTT, M.D. and SPEH, T.W., 2013. *Business Marketing Management: B2B*. 11th ed. Mason, Ohio, United States of America: South-Western Cengage Learning.
- 4 PRIOR, D.D., 2021. *Organisational Buying: A Multidisciplinary Perspective*. 1st ed. Cham, Zug, Switzerland: Springer Nature Switzerland AG.
- 5 STAMM, B.V., 2008. *Managing Innovation, Design and Creativity*. 2nd ed. Chichester, West Sussex, England: Hoboken, New Jersey, United States of America: John Wiley & Sons.
- 6 TAYLOR, H., 2018. *B2B Marketing Strategy: Differentiate, develop and deliver lasting customer engagement*. 1st ed. London, England: Kogan Page.
- 7 TIDD, J., and BESSANT, J. 2014. *Strategic Innovation Management*. 1st ed. Chichester, West Sussex, England: Wiley.
- 8 TROTT, P., 2021. *Innovation Management and New Product Development*. 7th ed. Harlow, Essex, England: Pearson Education.