

MODULE DESCRIPTOR

Module Title

Business Marketing and Innovation

Reference	CBM123	Version	2
Created	February 2024	SCQF Level	SCQF 11
Approved	February 2019	SCQF Points	15
Amended	April 2024	ECTS Points	7.5

Aims of Module

The aim of this module is to equip students with a holistic understanding of the key issues shaping business-to-business (B2B) marketing and innovation. This module and assessment builds on previous understanding of marketing and business management concepts to focus on a more in-depth evaluation of the creative/innovation process and the skills necessary to succeed in a B2B context. This module and assessment will address the theoretical and conceptual relevance in marketing and business literature.

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 that 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

In relation to the learning outcomes the topic areas will focus on B2B marketing fundamentals, business creativity and innovation, the new product and/or service development process and technology transfer, the marketing mix in a B2B context and strategic alliances, organisational buying behaviour and key account management and B2B marketing trends.

Module Delivery

This module is delivered on campus by lectures, interactive group work, case study and self-directed study. Online delivery includes lecture and tutorial ? when appropriate ? recordings.

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 Pre-Recorded Microsoft PowerPoint Proposal Presentation Video With a Voiceover				

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.

ADDITIONAL NOTES

Students who engage with this module through attendance and participation will be exposed to the following Meta Skills: Critical Thinking, Creativity and Communicating.

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.