



## COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
<b>Business to business and personal selling</b>	

Lecturer(s)	Department(s) where the course unit (module) is delivered
<b>Coordinator: asoc. prof. Elzė Rudienė</b> <b>Other(s):</b>	Faculty of Economics and Business Administration Sauletekio ave. 9, II building, LT 10222 Vilnius

Study cycle	Type of the course unit (module)
First	Compulsory

Mode of delivery	Period when the course unit (module) is delivered	Language(s) of instruction
Face-to-face	Autumn semester	English

Requirements for students
<b>Prerequisites: Marketing basics, Consumer behavior, Marketing communication</b>

Course (module) volume in credits	Total student's workload	Contact hours	Self-study hours
5	130	48	82

Purpose of the course unit (module): programme competences to be developed
--

The aim of the course is to understand the behaviour of organisational customers and their buying decision process, to be able to identify the most appropriate actions to take in marketing activities in this market, and to be able to carry out effective personal selling actions.

Learning outcomes of the course unit (module)	Teaching and learning methods	Assessment methods
Will know the principles of market segmentation in the business-to-business market and be able to apply them to identify target market segments.	Lectures, seminars, case studies and discussion, guest speakers, individual study of background and supplementary material, group work and presentation of results.	Test (open and closed questions), evaluation of group work and presentation, evaluation of participation in discussions, examination (closed questions)
Be able to identify the factors and processes that determine organisational consumer behaviour.		
Will know the specifics of the business-to-business market and be able to estimate the size of the market.		
Able to coordinate and evaluate the appropriateness of marketing communication activities for organisational consumers.		
Will know the personal selling process and be able to adapt to changing market conditions.		

Content: breakdown of the topics	Contact hours							Self-study work: time and assignments		
	Lectures	Tutorials	Seminars	Exercises	Laboratory work	Internship/work placement	E-learning	Contact hours	Self-study hours	Assignments
1. Businesses and their markets (types of business enterprises, structure and characteristics of business markets)	2							2	6	Hutt/ Speh handbook, chapters 1-2, analysis of additional literature
2. The purchasing process in organisations (business needs, types of goods to be purchased, typical ways of organising the purchasing process, participants in the purchasing process)	2		2					4	7	Hutt/ Speh handbook's 3 chapter, Castleberry/Tanner handbook, chapter 3, , analysis of additional literature, case study
3. Using CRM systems in business markets (meaning of customer relationship management, ethical dimension of cooperation, use of CRM systems)	2							2	6	Hutt/ Speh handbooks chapter 4, analysis of additional literature
4. Management of goods for business markets (types of goods for business markets, their production characteristics, innovations in the production of goods for business markets)	2		2					4	7	Hutt/ Speh handbook's chapters 8-9, analysis of additional literature, work in groups
5. Services for business markets (Characteristics, development and customer orientation of services for business markets, role of services in building customer loyalty)	2							2	7	Hutt/ Speh handbook, chapter 10, analysis of additional literature
6. Supply chain and distribution channels (direct and indirect distribution channels, channel partners, supply chain management)	2		2					4	7	Hutt/ Speh handbook's chapters 11. 13, analysis of additional literature, work in groups
7. Pricing for business customers (cost, profit and competition considerations in pricing, pricing for tenders)	2							2	7	Hutt/ Speh handbooks, chapter 14, analysis of additional literature
8. Communicating with business markets: advertising and sales promotion (Business-to-business advertising, specific sales promotion techniques for business partners)	2		2					4	7	Hutt/ Speh handbook's chapter 15, analysis of additional literature, work in groups
9. Sales function in the business-to-business case (organisation of sales to business customers, structure and functions of the sales department)	4		2					6	7	Hutt/ Speh handbook's chapter 16, analysis of additional literature, case study
10. Customer-centric marketing (Customer relationship management, individual customer-oriented marketing and sales activities)	4		2					6	7	Castleberry/Tanner handbook's chapter 13, Vajre handbook's chapters 1, 2, analysis of additional literature
11. The sales process	4		2					6	7	Castleberry/Tanner handbook's chapters 6-11,

(prospecting, screening, contacting, preparing an offer, obtaining agreement to buy)										analysis of additional literature
12. Specifics of selling to business customers (creating individual offers, building relationships with business customers, types of relationships)	4		2					6	7	Castleberry/Tanner handbook's chapters 5,12, analysis of additional literature
<b>Total</b>	32		16					48	82	

Assessment strategy	Weight, %	Deadline	Assessment criteria
Mid-term settlement (test)	20%	Mid of semester	There are 10 questions in the test. The test includes questions from topics 1-6. A correct answer is worth 1 point, an incorrect answer is worth 0 points, for a total maximum score of 10 points.
Evaluation of group work	20%	After 8 themes	On a 10-point scale Assessment criteria: 10 (excellent) - thorough analysis of the topic, smooth presentation, correct answers to questions; 9 (very good) - detailed analysis of the topic with only minor inaccuracies, relatively smooth presentation of the work, most of the answers to the questions correct; 8 (good) - minor shortcomings in the analysis of the topic, fairly smooth presentation of the paper, most important questions answered correctly; 7 (moderate) - the analysis of the topic reveals the main issues, but the analysis is shallow, the presentation is flawed, and not all of the main questions are answered; 6 (satisfactory) - the analysis of the topic does not cover all the main issues, the analysis is shallow, the presentation is significantly flawed, and only some of the most important questions are answered; 5 (weak) - the analysis of the topic provides minimal coverage of some key issues, the presentation is significantly flawed and many questions are not answered; 4, 3, 2, 1 (unsatisfactory) - the topic analysis does not even minimally address the main issues, the presentation has significant weaknesses, and most questions are not answered.
Participating in discussions on the material presented and discussing case studies	10%	During semester	It is scored on a 10-point scale, based on preparation for and participation in the debate: 9-10 points: for excellent preparation for and active participation in the seminars, appropriate formulation of questions and issues, and well-reasoned contributions to the debate (graded according to the quality of participation); 7-8 points: for good preparation and active participation in the discussion in most seminars, but not always with well-reasoned contributions (differentiated according to the quality of participation); 5-6 points: for not being well prepared for all seminars, not actively participating in the discussion, and often not making well-reasoned presentations (differentiated according to the quality of participation); 0-4 points: no participation in seminars, passive listening to discussion
Final test	50%	During the examination session	There are 10 questions in the test. The test includes questions from topics 7-12. A correct answer is worth 1 point, an incorrect answer is worth 0 points, for a total maximum score of 10 points. The final grade is calculated by summing the scores of the mid-term report, group work, activity and final test/exam, taking into account the percentage weighting of each report:

			<p>92-100 points: excellent, 10.  83-91 points: very good, 9.  74-82 points: good, 8.  65-73 points: average, 7.  55-64 points: satisfactory, 6.  46-54 points: weak, 5.  Less than 46 points: unsatisfactory, minimum requirements not met, 4, 3, 2, 1.  The detailed methodology for calculating the assessment and the final grade is presented to students in detail in the first lecture</p>
<b>Assessment strategy for the extern examination</b>	<b>Weight, %</b>	<b>Deadline</b>	<b>Assessment criteria</b>
Individual task	50		<p>10 (excellent) - thorough analysis of the topic, smooth presentation, correct answers to questions;  9 (very good) - detailed analysis of the topic with only minor inaccuracies, relatively smooth presentation of the work, most of the answers to the questions correct;  8 (good) - minor shortcomings in the analysis of the topic, fairly smooth presentation of the paper, most important questions answered correctly;  7 (moderate) - the analysis of the topic reveals the main issues, but the analysis is shallow, the presentation is flawed, and not all of the main questions are answered;  6 (satisfactory) - the analysis of the topic does not cover all the main issues, the analysis is shallow, the presentation is significantly flawed, and only some of the most important questions are answered;  5 (weak) - the analysis of the topic provides minimal coverage of some key issues, the presentation is significantly flawed and many questions are not answered;  4, 3, 2, 1 (unsatisfactory) - the topic analysis does not even minimally address the main issues, the presentation has significant weaknesses, and most questions are not answered</p>
Exam	50		The test includes questions from topics 1-12. 10 closed-ended questions of equal value 1 point for a correct answer, 0 points for an incorrect answer, with a total maximum score of 10 points.

<b>Author</b>	<b>Year of publication</b>	<b>Title</b>	<b>Issue of a periodical or volume of a publication</b>	<b>Publishing place and house or web link</b>
<b>Compulsory reading</b>				
Michael D. Hutt; Thomas W Speh	2017	Business marketing management: B2B	11 <sup>th</sup> ed	Boston, MA: Cengage Learning
Sangram Vajre	2016	Account-Based Marketing	-	Wiley & Sons
Stephen Castleberry; John Tanner	2014	Selling: Building Partnerships	10 <sup>th</sup> ed	McGraw-Hill Education
<b>Supplementary reading</b>				
William Leake, Lauren Vaccarello, and Maura Ginty	2014	Complete B2B Online Marketing		John Wiley & Sons, Incorporated
Hall, Simon;	2020	B2B Digital Marketing Strategy		Kogan Page
Uwe G. Seebacher	2021	B2B Marketing : A Guidebook for the Classroom to the Boardroom		Springer International Publishing AG

Supplementary material (articles, links) available on the e-learning system