

# COURSE SYLLABUS



COURSE TITLE: Business to Business Marketing (MARK 465)  
CLASS SECTION: 001  
TERM: W2022  
COURSE CREDITS: 3  
DELIVERY METHOD(S): Face to Face

Camosun College campuses are located on the traditional territories of the Ləkʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here. Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

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*Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.*

## INSTRUCTOR DETAILS

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NAME: Cynthia Wrate, MBA  
EMAIL: [wratec@camosun.bc.ca](mailto:wratec@camosun.bc.ca)  
OFFICE: CBA 221; D2L Collaborate  
HOURS: Mondays 10:30 – 11:30 or online by appointment  
WEBSITE: <https://online.camosun.ca/d2l/home>

*As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.*

## CALENDAR DESCRIPTION

This course examines business to business (B2B) markets versus consumer markets, the various marketing concepts involved in an organizational buying process, and strategic alternatives to approach these markets. Concepts including supply chain management, outsourcing, sustainability, strategic alliance, networking, and issues and impacts of globalization will be discussed.

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[https://calendar.camosun.ca/preview\\_program.php?catoid=7&poid=751&returnto=337](https://calendar.camosun.ca/preview_program.php?catoid=7&poid=751&returnto=337)

PREREQUISITE(S): C in MARK 220

## COURSE LEARNING OUTCOMES / OBJECTIVES

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Upon successful completion of this course, you will be able to:

- Analyze the dynamic business environment and B2B marketing trends to determine how this information may influence and be applied in B2B marketing planning and decision-making.
- Evaluate organizational buying behavior with particular emphasis on globalization, ethics and social responsibility expectations of modern business to ensure ethical and sustainable practices.
- Apply concepts and theories to business marketing situations and take appropriate decisions using a strategic marketing perspective to serve effectively the B2B market.
- Contribute to the effectiveness of a team to ensure deliverables are completed in a timely manner.
- Participate actively in team presentations.

## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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**Textbook:** Brennan, R., Canning, L., & McDowell, R. (2020). *Business to Business Marketing*. (5<sup>th</sup> ed.), Sage Publications, London.

Textbook ISBN-13 - 9781526494399

E-Book ISBN-13 - 9781529726169

Student study guide: <https://us.sagepub.com/en-us/nam/business-to-business-marketing/book266890#resources>

**Case pack:** purchased from Ivey Publishing via this [link](#).

**Readings:** As assigned by instructor

## COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

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The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 1 Jan. 11	Ch. 1 Ch. 2	B2B Marketing Business Buying Behaviour	Welcome & B2B overview <i>Read Case: Boise Northern Paper A (Ivey)</i>
WEEK 2 Jan. 18	Ch. 3	Inter-firm relationships and networks	Wed. January 19 Drop with Refund Deadline <i>Case: European Horse Meat Scandal (textbook)</i>

WEEK or DATE RANGE	READING	ACTIVITY or TOPIC	QUIZZES, ASSIGNMENTS & OTHER NOTES
WEEK 3 Jan. 25	Ch. 4	Responsible Business to Business Strategy	<b>B2B Procurement Activity Quiz 1 (Ch. 1 – 3: cases, in class activities)</b>
WEEK 4 Feb. 1	Ch. 5	Research	<i>Case 5: Liqui-Gas (textbook)</i>
WEEK 5 Feb. 8	Ch. 6; D2L	Segmentation	<i>Case 6: Wavin' (textbook)</i> In Class activity – Fine Filtration
WEEK 6 Feb. 15	Ch. 7	Market Communication	<i>Quiz 2 (Ch. 4 – 6; in-class cases &amp; activities)</i> <i>Case 7: Beyer (textbook): + DSM (Ivey)</i>
WEEK 7 Feb. 22		<b>Reading Break (no classes)</b>	<b>Mon. Feb 21: Family Day Holiday</b>
WEEK 8 Mar. 1	Ch. 8	Relationship Communication	<i>Wed: DSM presentations (assigned on Feb 15)</i>
WEEK 9 Mar. 8	Ch. 9	Relationship Portfolios and Key Account Management	<i>Read Case: Boise Northern Paper B</i> <b>Fri. March 11 Last Day to Withdraw/ Audit Without Academic Penalty</b>
WEEK 10 Mar. 15	Ch. 10	Managing Product Offerings	<i>Case: Caddie (textbook) SafeGraph (Ivey)</i> <b>Quiz 3 (Ch. 7 – 9; in-class case study &amp; activities)</b>
WEEK 11 Mar. 22	Ch. 11	Routes to market (distribution & supply chain)	<i>Case 11: Simba Dickie (textbook)</i>
WEEK 12 Mar. 29	Ch. 12	Price setting in B2B	<i>Case: Polycorp Ltd. (Ivey)</i> <b>Quiz 4 (Ch. 10-12; in-class case study &amp; activities)</b>
WEEK 13 April 5		B2B Partnership Simulation ( <b>required</b> : 2 days)	<b><i>Bottling Simulation (April 5 – 7)</i></b>
WEEK 14 April 12		Exam Review	<b>Final Reflection Due Thursday. April 14 last day of instruction</b>
EXAM WEEK		<b>FINAL EXAM DATE TBA</b>	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

## EVALUATION OF LEARNING

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DESCRIPTION	WEIGHTING
<b>INDIVIDUAL ASSIGNMENTS</b>	<b>20%</b>
Simulation reflection	
<b>FINAL EXAM</b>	<b>25%</b>
Multiple choice, short answers; case study	
<b>PROFESSIONALISM/PARTICIPATION/ENGAGEMENT</b>	<b>35%</b>
In-class activities & cases	
<b>QUIZZES</b>	<b>20%</b>
4 X 5%	
<b>TOTAL</b>	<b>100%</b>

If you have a concern about a grade you have received for an evaluation, please contact me as soon as possible. Refer to the [Grade Review and Appeals](#) policy for more information.  
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

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### ASSIGNMENTS

The School of Business uses APA style for formatting assignments and citing references. Proper citations and formatting using APA style will be required. See current Camosun College Library APA Citation Style Guide (7<sup>th</sup> edition) available at: <https://camosun.libguides.com/apa7>

Where required by your instructor, submit all assignments into the D2L assignments by your last name. In-text citations for quotes, paraphrasing, and references must be consistent with APA standards. Grammar, spelling, style and APA formatting, citations and referencing will be assessed in your mark. All submitted work must be properly referenced to sources.

Unless otherwise specified, you are to submit your own work. Any work collaborated on (unless permitted by the course) will be considered in violation of the college's Academic Integrity policy. See Camosun College (2021) [Academic Integrity Policy](#)

Full assignment descriptions and any associated rubrics are found in the assignments section of the course D2L site.

## SCHOOL OR DEPARTMENTAL INFORMATION

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### DEADLINES and EXAMS

You must submit your assignments by the due date or as announced. A grade of zero will be assigned to late submissions. There are no additional assignments or make-up exams of any kind if you performed poorly on an assignment, midterm, or final exam.

**EXAM DATES WILL NOT BE RESCHEDULED.** Non-attendance on scheduled exam dates will result in a zero grade. All exams must be written at the scheduled times with the exception of students requiring an accommodation by CAL (the [Centre for Accessible Learning](#)). It is understood that emergency circumstances do occur (e.g. severe illness or family emergency); for such circumstances accommodation may be granted at the discretion of the instructor, provided the student:

- a) notifies the instructor in advance of the exam (not after), and
- b) provides documented evidence of the circumstance (e.g. medical certificate).

In most cases of an excused absence for an exam, an alternate exam will be scheduled for the student at the end of term.

Medical notes must be dated, signed, and be written on letterhead or prescription paper imprinted with the physician's name and address. Notes are accepted from Physician (GP or medical specialist), Nurse Practitioner, Psychiatrist, Psychologist, Counsellor and Aboriginal Elder.

Students registered through the [Centre for Accessible Learning](#) (CAL) should discuss timelines with their instructors at the beginning of each semester.

Do not make travel plans until the final exam schedules are finalized and posted. Please ask any family members who might make travel plans on your behalf to consult you before booking tickets. Travel plans are not an acceptable reason to miss an exam.

## STUDENT RESPONSIBILITY

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Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

## SUPPORTS AND SERVICES FOR STUDENTS

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Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

## COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

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### Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](http://camosun.ca/services/accessible-learning/) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

### Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

### Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

### Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

### Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the "Attendance" section under "Registration Policies and Procedures" (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

### Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

### Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun's Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student's right to choose what is right for them. For more information see Camosun's Sexualized

Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and [camosun.ca/sexual-violence](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-370-3841

### Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College's Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

**Changes to this Syllabus:** Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.