

PROGRAMAS DE ASIGNATURA
MARKETING B2B
Dictado en Inglés

Misión Facultad de Economía y Negocios

“La misión de la Facultad de Economía y Negocios es formar profesionales de excelencia en el campo de la administración, la economía, el emprendimiento y la innovación, que se distingan por su capacidad en la creación de nuevos negocios, su integridad y compromiso con el desarrollo del país.”

A. Antecedentes Generales

1. Unidad Académica	FACULTAD DE ECONOMÍA Y NEGOCIOS					
2. Carrera	INGENIERÍA COMERCIAL					
3. Código del ramo						
4. Ubicación en la malla	V year, 1st semester					
5. Créditos	10					
6. Tipo de asignatura	Obligatorio		Electivo		Optativo	X
7. Duración	Bimestral		Semestral	X	Anual	
8. Módulos semanales	Clases Teóricas	2	Clases Prácticas		Ayudantía	0
9. Horas académicas	Clases	68	Ayudantía		None	
10. Pre-requisito	Marketing II					

Perfil de Egreso del Ingeniero Comercial de la Universidad del Desarrollo

“El Ingeniero Comercial de la Universidad del Desarrollo es un profesional formado en el campo de la administración, capaz de comprender la evolución de la economía nacional y mundial, y capaz de realizar en forma exitosa funciones de gestión y creación de negocios. Se caracteriza por su capacidad emprendedora, liderazgo y trabajo en equipo, comprometido con el desarrollo del país, actuando con rectitud en su quehacer académico y profesional, y preparado para enfrentar el mundo del trabajo”

B. Aporte al Perfil de Egreso

“To learn how to develop and manage relationships with intermediaries and industrial clients.”

Organizations use marketing to deliver value and manage their relationships with the final consumer, but they seldom sell directly to them. On a day-to-day basis, companies sell to other companies -intermediaries- who in turn, sell to the final consumer.

The objective of the course is for students to understand the differences in marketing tools and processes aimed at other companies. Also, intermediaries have a totally different decision-making process, and choose one offer over other for different reasons than consumers do. There are different marketing tools than the traditional B2C tools in the marketing mix to be applied to companies and organizations.

The course develops the skills to undertake delivering value to other companies, participate in bids and proposal preparation, negotiation, and trade marketing and relations.

The course belongs to the area of "Marketing" and develops a constant parallel with the concepts delivered in the courses "Marketing I" and "Marketing II", but now applied to organizations and companies, not the final consumer, with special emphasis in practical application of the tools and processes.

C. Competencias y Resultados de Aprendizaje que desarrolla la asignatura.

Competencias Genéricas	Resultados de Aprendizaje Generales
<i>Entrepreneurship, Autonomy, Ethics</i>	Ability to perform critical analysis and manage different industry sectors and develop strategies for identifying, segmenting, targeting and communicating B2B clients of both public and private sectors. Planning, execution, and adaptation of the tools already learned in other courses but now towards companies. Evaluation of the business opportunities in industrial sectors and clients.
Competencias Específicas	
<i>Integration and Application of Knowledge, Detection of Business Opportunities, Management Capacity</i>	

D. Unidades de Contenidos y Resultados de Aprendizaje

Unidades de Contenidos	Competencia	Resultados de Aprendizaje
Unit I: Understanding the market. 1. Industrial sectors 2. Industrial Players	Analytical Vision.	Understand in depth how the Industrial market is organized. Knowledge of industrial sectors and clusters and their relevance and composition.
Unit II: Knowing and identifying the client. 1. Industrial segmentation 2. B2B Targeting 3. Uncovering business opportunities 4. Expanding the client base 5. The decision-making process 6. CX: Client Experience	Detection of Business Opportunities.	Predict how customers make their decisions to choose a product or service. Resolve how a market should be attacked vs. what the company has to offer. Know how customers evaluate satisfaction of vendors.
Unit III: Positioning Building 1. Industrial Differentiation 2. Desired positioning 3. Industrial branding	Strategic Vision.	Solve in depth what an organization offers to a client vs. the final consumer as a basis for the achievement of business and profitability objectives. How to organize the offer based on sales channels.
Unit IV: Communication and Sales 1. How to reach the client 2. Trade shows 3. Social media/digital in B2B 4. CRM applications 5. Design of Sales Forces 6. Bidding/proposal preparation 7. Rebate management 8. After-sale Service	Efficiency	Analyze, differentiate, and design ways to communicate with clients vs. B2C channels. Use of professional digital channels. How to manage CRM packages and proposal preparation. Rebate negotiations and after-sale relationship.

Unit V: Developing a B2B Marketing Plan 1. Sales/Mktng. objectives 2. Promotional tools 3. Communication 4. Digital Marketing and Social Media 5. Customer Mrktng. Programs 6. Budgeting and Timing 7. Measurement & Control	Realization of Business Opportunities.	Review and summarize each of the industrial marketing tools and their contribution to the achievement of objectives, including sales goals. Develop a communications plan incorporating the tools available in the industrial market. How to determine and distribute a Budget. Industrial marketing metrics.
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E. Estrategias de Enseñanza

The teaching methodology is based on theoretical presentations and analysis of practical examples encouraging participation in classes. The student will analyze problems where he/she will be able to apply the knowledge acquired and will face practical problems. In addition, students must deliver weekly the analysis of a news related to the topic of industrial marketing, applying the tools learned in classes. The concepts delivered will be supported by readings of the Base Text and readings of supplementary articles.

The course is structured around the following techniques:

1. Expository methodology.
2. Analysis and discussion of cases with role playing.
3. Individual and group presentations.
4. Individual analysis of current news.
5. Reading of mandatory and complementary bibliographic and online material.

F. Estrategias de Evaluación

To evaluate the achievement of the learning objectives and the development of the competences of the course, the following evaluations and activities are contemplated, together with their corresponding percentages.

Evaluaciones	% final grade
Certamen 1	20%
Certamen 2	20%
Indiv. and Group Assignments	20%
Semester Group Presentations	10%
Exam	30%
TOTAL	100%

Requisito de asistencia:

To assist to a minimum of 60% of the sessions.

G. Recursos de Aprendizaje

BIBLIOGRAFÍA OBLIGATORIA:

- **Business-to-business Marketing**, Ross Brennan, Louise Canning & Raymond McDowell. Sage, fifth edition
- **B2B Marketing Strategy** – Heidi Taylor, KoganPage, first edition.

BIBLIOGRAFÍA ADICIONAL:

- **B2B Brand Management**, Philip Kotler & Waldemar Pfoertsch, Springer.
- **Business Marketing Management**, Michael Hutt & Thomas Speh, Cengage Learning

PAPERS AND ARTICLES:

- **Business -to -business Marketing**, Frank V. Céspedes and Das Narayandas. HBSP, December 2019.
- **How B2B Companies can up their Customer Experience Game**, Nicholas Caffentis, Kellogg Markets & Customer Initiative.
- **Selling and Marketing in the Entrepreneurial Venture**. Frank Céspedes – Harvard Business School.
- **Strengthening a Service Brand in B2B Marketing**, Norman Turgeon & Alexis Lavoie – International Journal of Case Studies.
- **Customer Management Strategies in Business Markets** – Das Narayandas. HBSP News in national and international media.