

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: Wiley.
- 2 HUTT, M.D. and SPEH, T.W., 2013. *Business marketing management: b2b*. 11th ed. Mason, Ohio: South-Western Cengage Learning.
- 3 STAMM, B.V., 2008. *Managing innovation, design and creativity*. 2nd ed. Chichester: Wiley.
- 4 TIDD, J., and BESSANT, J. 2014. *Strategic innovation management*. Chichester: Wiley.
- 5 TROTT, P., 2016. *Innovation management and new product development*. 6th ed. Harlow Essex: Prentice Hall.