Course Objectives

Q: What do Airbus, Samsung, Toyota and Coca-Cola have in common?
A: B2B (Business-to-Business) transactions account for 100% of their revenue

In almost any company in advanced economies, the process of creating a finished product – and getting it into the hands of an end-consumer – invariably involves multi-layered commercial interactions between suppliers, manufacturers, distributors and resellers. This results in a much larger overall volume of B2B transactions compared to the volume of B2C transactions.

Business-to-Business (B2B) Marketing is thus a critical component in any strategy for driving growth and profitability.

This module is designed to provide students with an understanding of marketing as applied in the context of the business segment (broadly defined to span institutional/commercial entities, to governments.) It incorporates discussions on management strategies to understand, create, and deliver value to the business segment.

Active participation is essential for getting the most out of this course. There will be a heavy emphasis on discussion and project work involving real-life applications, with the objective of developing business leaders with critical analysis and problem-solving abilities.

Who Should Attend

This module is ideal for managers who are involved in, have responsibility for, or are keen to understand business-to-business commercial interactions and marketing. It is suitable for any attendee working to drive growth for their firm or business, and an excellent “refresher” course for those who have studied marketing.

About the Instructor

Benjamin Tan is the sales and business development leader for the Jetstar Group, responsible for worldwide revenue and business expansion, and directly manages a distributed team with employees based in 11 cities. Prior to joining Jetstar, Ben was a regional director at Microsoft, managing the Operator Channel B2C business unit in APAC. He has held various senior positions in sales and marketing with Microsoft and Nokia, and has lived and worked in Beijing, Singapore and Tokyo.
Ben holds an MBA from the University Of Chicago Booth School Of Business and a BBA majoring in Marketing from the National University of Singapore (where he also served as President of the NUS Students’ Union.) He is an avid traveller and enjoys photography. Ben’s broad exposure has given him a unique perspective in doing business internationally and across different industries.

**Assessment**

This module is heavily application-focused. Assessment will be based primarily on project work. Students will each be required to prepare an analysis on key aspects of a company in their current or past industry. In addition, students within teams will be required to analyse one case study in detail and present their analysis to the class for discussion.

Case Studies
- Case analysis (individual) 30%
- Case Presentation (team) 50%

Final test 10%

Participation in class discussions 10%

**Course Outline**

Session 1: Introductions; Understanding B2B’s place in the marketing process

Session 2: Understanding market structure, value creation and the alignment of incentives

Session 3: Quiz; Understanding Customer and Partner Firms

Session 4: Crafting a B2B Go-To-Market Strategy

Session 5: Case Presentations and Class Discussion

Session 6: Test; Sustaining Profitable Partnerships

**Supplementary Reading**

Scientific Advertising (Claude C. Hopkins)
Marketing to the Mind: Right Brain Strategies for Advertising and Marketing (Richard L. Fulton)
All Marketers Are Liars (Seth Godin)
The Challenger Sale (Matthew Dixon)
Selling to Big Companies (Jill Konrath)