COURSE DETAIL

B2B MARKETING
Country Netherlands
Host Institution Maastricht University - School of Business and Economics
Program(s) Business and Economics, Maastricht
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 105
UCEAP Course Suffix
UCEAP Official Title B2B MARKETING
UCEAP Transcript Title B2B MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description

This course focuses on designing strategies from the market back to create, deliver, and sustain customer value in an industrial setting. To do so, this course views marketing as both a general management responsibility (building capabilities and firm processes) and an organizational orientation (culture and structure). The course pays attention to tactical decisions (e.g. sales, advertising, pricing) or formal models of marketing decision-making (e.g. forecasting or product diffusion models). The level of analysis is on the business unit and its network of channels, customer relationships, and alliances. Participants learn about the nature and value of market orientation vs. other firm orientations; the development of marketing capabilities and assets, and understand principles such as market learning, customer relationships, alliances, and dynamic distribution channel strategies.

Language(s) of Instruction
English

Host Institution Course Number
BENC2017

Host Institution Course Title
B2B MARKETING

Host Institution Course Details
https://code.unimaas.nl/Code/Display?intCalendarID=31&intBAMA=3&SearchString=BE...

Host Institution Campus
Maastricht University

Host Institution Faculty
School of Business and Economics

Host Institution Degree

Host Institution Department

Course Last Reviewed
2024-2025

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