

# 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 Campus

Maastricht University

### Host Institution Faculty

School of Business and Economics

### Host Institution Degree

### Host Institution Department

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