US173A - B to B Marketing

Présentation

Prérequis

Master in Management MIM M2 group: Project Management & Business Plan and E-Business and Digital Marketing

Objectifs pédagogiques

This course aims to present and analyse the impact of digital on B to B strategies. Today with the turbulent markets, increased competition, distribution channels in flux, price pressures, etc ... it is critical to gain knowledge, tools and techniques to use of new technologies for business marketing and develop skills for C and B to B. This course will bring leading-edge thinking and practice for developing skills for business marketers.

Objectives:
1. To understand what is the B2B marketing and its component
2. To gain knowledge, tools, and techniques for business marketing and to develop skills especially for B to B business
3. To know how to activate concretely every component to reach its B2B objectives

Programme

Contenu

The following points will be covered during the course:

What is B to B marketing?

Identifying the target

Designing one's product

Choosing one's pricing strategy

Business Projects

How to use A.I. in B2B projects

Segmentation and Competitive strategies

Distribution channels

Brands and branding

Communication tools

Modalités de validation

- Contrôle continu
- Examen final

Description des modalités de validation

Final examination

Group presentations/mid-term exam

Professor's discretion

Bibliographie

Titre	Auteur(s)

B2B Data-Driven Marketing: Sources, Uses, Results, by Ruth P. Stevens (Author), Theresa C. Kushner (Author)

Ruth P. Stevens, Theresa C. Kushner