Department of Business Administration & Institute of International Business

R468200
Seminar in Business Marketing
(企業行銷專題)

Spring 2013

1. **The mission of the College** is to serve business and society in the global economy through developing quality and socially responsible professionals and business leaders.

2. **The strategic objective** of the Department of Business Administration & Institute of International Business is to accumulate professional knowledge from countless sources to cultivate future business leaders with innovative thinking, integrity, and global perspective.

### Graduate Program Learning Goals (goals covered by this course are indicated):

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<th>Goal</th>
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<td>✓ 1</td>
<td>Graduate students should be able to communicate effectively verbally and in writing.</td>
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<td>✓ 2</td>
<td>Graduate students should solve strategic problems with a creative and innovative approach.</td>
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<td>✓ 3</td>
<td>Graduate students should demonstrate leadership skills and ethics demanded of a person in authority.</td>
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<td>4. Graduate students should possess a global economic and management perspective.</td>
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<td>✓ 5</td>
<td>Graduate students should possess the necessary skills and values demanded of a true professional.</td>
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**Instructor:** Dr. Hsin-Hui Chou  
**Office Hours:** By appointment  
**Email:** hhchou@mail.ncku.edu.tw  
**Tel:** 06-2757575 ext. 53319

**Prerequisite:**  
Marketing Management

**Course Description:**  
The course acts as a good platform for discussing critical issues in B2B contexts. A fundamental notion underpinning this course is that business marketing is something which takes places *between* a supplier and each of its customers, rather than something which a supplier does to its customers.

**Course Objectives:**  
The course design centres on the concept of business interaction, within which both supplier and customer try to solve their respective problems by dealing with each other through developing business relationship. Built on this concept, students need to present and discuss their understandings towards the critical issues in B2B contexts.

**Content Summary:**  
- Business-to-business markets and marketing I (Date: 8th March)
- **Reading:**
  1) HBR: 讓經銷商成為你的事業夥伴

**Business-to-business markets and marketing II (Date: 15th March)**
- The interaction and networks approach; market forms; markets-as-networks
- **Reading:**
  1) HBR: 誠信在製造商與通路關係間的力量
  2) HBR: 跨企業好伙伴
- **Group Assignment I:** A business actor’s network (presenting on 22nd March)

**Group presentations and discussion I (Date: 22nd March)**

**B2B special issue: Relationships and their dynamics (Date: 29th March)**
- The function of relationships; relationship development/life-cycle; relationship ending/termination
- **Reading:**
  1) 管理學報: 以關係張力探討關係光明面與關係黑暗面
  2) HBR: 跟壞客戶好聚好散
- **Group Assignment II:** A real-life story of relationship ending or reactivation (presenting on 26th April)

**B2B special issue: Marketing strategy I (Date: 12th April)**
- Approaches to strategy; an interaction perspective on strategy; network position
- **Reading:**
  1) HBR: 從價值鏈到價值群組 設計互動性策略

**B2B special issue: Marketing strategy II (Date: 19th April)**
- Value creation; value capture; competition, cooperation and coopetition
- **Reading:**
  1) HBR: 運用遊戲理論擬定策略
- **Group Assignment III:** A real-life story of coopetition in business interaction (presenting on 17th May)

**Group presentations and discussion II (Date: 26th April)**

**B2B special issue: Service-dominant logic in business markets (Date: 3rd May)**
- G-D vs. S-D logic; value co-creation; a service perspective on relationships
- **Reading:**
  1) HBR: 吸取顧客的能力

**B2B special issue: Technology in business networks (Date: 10th May)**
- Types of technology; the impact of technology on business marketing; path-dependence; the 4R model
- **Reading:**
  1) HBR: 掌握你的外部創新伙伴

**Group presentations and discussion III (Date: 17th May)**
B2B special issue: Innovation and capabilities (Date: 24th May)
- Exploration vs. exploitation; dynamic capabilities; technology-based business nets
- Reading:
  1) 中山管理評論: 解構網絡能耐與服務創新績效之關係

B2B special issue: Sense-making in business networks (Date: 31st May)
- Sense-making; network theory; network pictures; implications of cognition and sense-making
- Reading:

B2B special issue: B2B branding (Date: 7th June May)
- B2B branding; co-branding; brand value
- Reading:
  1) HBR: 從顧客眼光來看品牌
     2) 亞太經濟管理評論: 以品牌權益觀點探討 B2B 品牌經營之關鍵成功要素

B2B special issue: Qualitative research methods for studying business networks (Date: 14th June)
- Case study; time and temporality; connectedness and embeddedness; process
  Reading:

B2B special issue: Relationship portfolios and key account management (Backup)
- Principles of portfolio management; classifying relationships; key account management (KAM)
- Reading:
  1) HBR: 克萊斯勒創造美式系列集團之道

B2B special issue: Guanxi in business markets (Backup)
- Guanxi vs. relationship marketing; benefits of guanxi; the impact of guanxi
- Reading:
  1) 交大管理學報: 企業行銷通路關係之研究—華人與西方關係觀點的整合

References:

Grading Policy:
Participation including in-class interaction 30%
Article reading and presentation 30 %
Group Assignment 40%
Grading Policy for AACSB Multiple Assessment:

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