

Module Title:	STRATEGIC BUSINESS MARKETING
Academic year:	2009 – 2010
Credit Value:	5
Pre- requisites:	None
Assessment:	Exam-60%, CA-40%
Aims	<p>This module will focus on Business Marketing Strategies within the IT sector. The module aims are to:</p> <ul style="list-style-type: none"> • Understand the importance of marketing decisions in developing sustainable business strategies. • Describe the nature and characteristics of Business to Business (B2B) and Services organizations. • Examine the dynamics of business relationships within this type of organisation. • Explore the alternative marketing approaches available. • Investigate specific marketing problems and identify solutions to them.
Module Content	<ul style="list-style-type: none"> • The role of marketing at strategic level • The nature and characteristics of B2B and services oriented organizations • Business to business relationships • Marketing strategies and options • Marketing problems and opportunities
Intended Learning Outcomes:	<p>On completion of the module the student will be able to:</p> <ul style="list-style-type: none"> • Critically assess the value of strategic marketing decisions to the IT organisation • Identify the key issues affecting marketing decisions in B2B and services oriented organisations • Understand the role of relationship management in business marketing • Evaluate the various marketing strategies and options available to IT organisations • Analyse and solve business marketing problems by selecting and applying the appropriate marketing tools

