



Course Syllabus

ME2098 Industrial Marketing and Networks

KTH Royal Institute of Technology
Spring – 2022

Course coordinator and teacher

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Examiner

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Course description and main content

This course covers the theme of industrial marketing and networks. The course is constructed to develop knowledge, competencies, and abilities in industrial marketing with a focus on networks and relationships in industrial markets. There will also be a focus on strategic marketing, purchase behaviour, value creation, sales activities, digital marketing, and sustainability. Within the framework of the course, there are lectures, seminars, two individual assignments as well as a project work carried out in groups and in connection to a marketing simulation game.

Intended learning outcomes

After passing the course, the students should be able to:

1. describe and apply central concepts in industrial marketing.
2. identify and analyse the process of marketing an industrial concept or product and how networks and other relations are created
3. analyse and explain segmentation on different levels and shopping behaviour in different producer markets
4. analyse and explain the importance of a product portfolio, pricing and influence on producer markets
5. suggest and develop different marketing strategies for producer markets
6. analyse academic articles and make a critical review of theoretical concepts and models in industrial marketing and networking
7. use simulation techniques to carry out market analyses and implement market strategies

Course structure

The course is designed on the basis of lectures, seminars, a course book, research articles and other learning material, as well as individual and group assignments. Working in teams and thereby learning in interaction with other students is a crucial part of this course.

Literature and Digital Support (Canvas)

See literature suggestions in canvas under *Modules > Links and important information > Literature and other resources*. Canvas will be the main communicative platform in the course.

Language

The course language is English. This means that lectures, workshops, course literature and material, student presentations and reports are to be delivered in English.

Teaching Philosophy

The teaching philosophy is that of *learner-centered teaching*, which means:

- The teacher is facilitator and guide.
- Learners take responsibility for their own learning.
- Content is used and not just covered.
- Students teach others what they have learned.
- Students participate in self-assessments.

Participants' responsibilities

- Every student is expected to provide an input of not less than 160 working hours for this course.
- Students are expected to study related chapters and selected cases in advance.
- Learning to work in a team is both important and necessary. Individual students are responsible for, and expected to, do their part within their respective team's activities. Failing to participate in team activities will affect your grade!
- Plagiarism will be dealt with in accordance with the University rules. Any copying or unethical use of sources may lead to severe disciplinary actions.
- Students are required to engage and actively participate during the lectures and seminars.

Examination

- TEN2 - Quiz, 2,0 credits, grading scale: P/F
- INL3 – Individual report, 2,0 credits, grading scale: A, B, C, D, E, FX, F
- INL2 – Group project, 2,0 credits, grading scale: A, B, C, D, E, FX, F

Formula used for combining the grades for INL3 and INL2:

INL3 \ INL2		A	B	C	D	E	F
		A	B	C	D	E	F
A	A	A	B	B	C	F	
B	B	B	B	C	C	F	
C	B	C	C	C	D	F	
D	C	C	D	D	D	F	
E	C	D	D	E	E	F	
F	F	F	F	F	F	F	

Examination adapted to students with special needs

The following applies for students with functional variations who have a statement from

KTH's FUNKA unit on recommended support measures during examination:

- Support measures under code R (i.e. adjustments relating to space, time, and physical circumstances) are granted by the examiner.
- Support measures under code P (i.e. pedagogical measures) are granted or rejected by the examiner after the examiner has been contacted by the student in accordance with KTH's rules. Normally, support measures under code P will be granted.

More information is available on [KTH's website](#).

Assignments

TEN1 – Quiz (related to ILO1)

The quiz is an open book literature test on the mandatory course literature found in canvas under *Modules > Links and important information > Literature and other resources*. The quiz will guide students' reading of the course literature with particular focus on knowing and describing central concepts in industrial marketing. The result is P/F.

INL2 – Marketing plan (related to ILO 3 and 7)

Starting up a business in the simulation game Marketplace Live and creating a marketing plan for the company (four drafts of the plan, feedback, discussing the progress in the game, final version of the plan, and a presentation of the final version) in groups.

The Marketplace Live simulation game introduces students to marketing, in combination with a marketing plan, allow students to learn how to use a systematic analytic approach to define marketing problems and develop alternative solutions. Students will also learn how to use simulation techniques to carry out market analyses and implementation of market strategies. This method places the students in a simulated business environment, similar to a real business situation. The game is in a B2C setting. The relation between B2C marketing and B2B marketing is something that will be discussed during the class with the game as a starting point.

1. Read up on the game

The Marketplace demo will introduce students to the software: [Introduction to Marketing – Bikes simulation demo](http://www.marketplace-simulation.com/introduction-to-marketing-bikes-demo) (http://www.marketplace-simulation.com/introduction-to-marketing-bikes-demo) and review the demo. Further instructions in Canvas under *Modules*.

2. Team formation

Students are responsible to build their own teams through Canvas and to appoint a team leader. Each group need to have 4 - 6 members, and the maximum number of teams per game is 8. See further instruction in Canvas under *Assignment > Team formation*.

3. Marketplace Live

Access the game, follow instructions under *Modules > Marketplace Live access information*. Each quarter is analysed and discussed in the seminars. The analysis and discussion is organized by the teams in accordance with the feedback scheme document found under *Modules > Feedback schemes and other related information*.

4. Marketing plan

Each team will parallel with the game participation create a marketing plan for their Marketplace company. This will help the team to make better decisions in the game, but also to understand why the decisions are made. It will allow participating students to learn how to apply central concepts in industrial marketing, identify and analyse the marketing process of a company, analyse and explain segmentation and purchase behaviour, as well as analyse and

explain the importance of product portfolios, pricing and promotion. Students will also be given the opportunity to develop and suggest marketing strategies.

It is important that the marketing plan is in accordance with the instructions of a marketing plan found under *Modules > Links and important information > Marketing plan instructions* as well as with theories and models introduced in the course literature. It should be easy and appealing for both course participants and an executive group of a company to read the report. It should furthermore be a good base for future decisions regarding the company's marketing.

5. Presentation

The teams will present their marketing plans in the fifth seminar. During this seminar, the presenting team will adopt the role of a team of consultants. A reviewing group will take the role of the company's executive group. Remaining students can also contribute with feedback or discussions. The presenters need to prepare a PowerPoint (max 5 slides) and discuss their reports' highlights for a maximum of 10 minutes. After each presentation, reviewers will give feedback orally (highlights from the written feedback) to the presenting students for a maximum of 5 minutes. There will also be an allotted 5 minutes for additional discussions where all participants can contribute.

6. Feedback

In addition to the teacher's feedback, peer assessments will be an important part of this assignment. Each team will be assigned to review other teams' submitted marketing plan drafts. The reviewers are expected to have analysed the drafts and prepared written and oral feedback before each seminar. It is important that participants keep to the deadlines so that reviewers have enough time to review the drafts. Giving feedback is a good way to contribute to other students' learning, but also a way to develop your own writing skills (learning by analysing others' writing).

Written feedback – Checklist

- ✓ Does the marketing plan follow the instructions?
- ✓ Does the title fit the content?
- ✓ Is there an interesting introduction? Does it make you curious?
- ✓ Does it look appealing?
- ✓ Has relevant data been used?
- ✓ Is the report self-supporting in that you can read the text without needing further information?
- ✓ Are the formalities correct (e.g., references, number of pages, etc.)?
- ✓ Are theoretical concepts used correctly?
- ✓ Is the language good?
- ✓ Is it reader friendly and understandable?
- ✓ Do you like to read it?
- ✓ Do you as an executive group find the report useful when it comes to making a decision making – and can the marketing team be trusted to continue?
- ✓ Any further recommendations?

7. Submissions INL2

- Team formation in Canvas under *Assignment > INL2 > Team formation, submission*. Deadline 21/1 23:59.
- Draft 1 in Canvas under *Assignment > INL2 > Marketing plan draft 1, submission*. Deadline 25/1 12:00.
- Written feedback to another team in Canvas under *Assignment > INL2 > Feedback marketing plan draft 1, submission* as well as directly to the reviewed team. Deadline 26/1 23:59. Also prepare oral feedback for the seminar.

- Q1 is due 27/1 23:45.
- Q2 is due 31/1 23:45.
- Draft 2 in Canvas under *Assignment > INL2 > Marketing plan draft 2, submission*. Deadline 1/2 12:00. One team also prepares a short analysis of Q1 & Q2, the other teams are encouraged to discuss.
- Written feedback to another team in Canvas under *Assignment > INL2 > Feedback marketing plan draft 2, submission* as well as directly to the reviewed team. Deadline 2/2 23:59. Also prepare oral feedback for the seminar.
- Q3 is due 4/2 23:45.
- Q4 is due 10/2 23:45.
- Q5 is due 14/2 23:45.
- Draft 3 in Canvas under *Assignment > INL2 > Marketing plan draft 3, submission*. Deadline 15/2 12:00. One team also prepares a short analysis of Q3 and one team about Q4, the other teams are encouraged to discuss.
- Written feedback to another team in Canvas under *Assignment > INL2 > Feedback marketing plan draft 3, submission* as well as directly to the reviewed team. Deadline 16/2 23:59. Also prepare oral feedback for the seminar.
- Q6 is due 17/2 23:45.
- Draft 4 in Canvas under *Assignment > INL2 > Marketing plan draft 4, submission*. Deadline 22/2 12:00. One team also prepares a short analysis of Q5 and Q6, the other teams are encouraged to discuss.
- Presentation in Canvas under *Assignment > INL2 > Marketing plan, presentation slides, submission*. Deadline 23/2 13:00.
- Written feedback to another team in Canvas under *Assignment > INL2 > Feedback marketing plan draft 4, submission* as well as directly to the reviewed team. Deadline 23/2 23:59. Also prepare oral feedback for the seminar.
- Final version in Canvas under *Assignment > INL2 > Marketing plan, final version, submission*. Deadline 25/2 23:59.

NOTE

- The reports are expected to follow the Harvard Referencing System or APA referencing System for in-text referencing and the list of references at the end of the report. See the [KTH reference guide](#) for further instructions.
- Late submissions will result to grade deduction, so submit in good time.

INL3 – Individual assignment (related to ILO 1)

An analytical paper (draft of the report, feedback, and final report).

1. Paper

This individual assignment is to write an analytical paper with answers to the four following questions based on the course literature:

- 1) How can you distinguish that the Marketplace Live simulation game has a B2C setting?
- 2) If the game instead had a B2B setting, what do you think would have been different?
- 3) If your marketing plan would have been made for a B2B company, how would it then have been different?
- 4) Identify an industrial company.
 - Describe it and why it is a B2B company.
 - Make a competition analysis.
 - Place the company on a perceptual map.
 - Describe the company's digital marketing.
 - Describe the company's green marketing strategy.

This assignment will allow students to learn how to investigate and make a systematic analytic approach to define industrial marketing problems and develop alternative solutions. This will enable students to show their understanding of basic marketing concepts, as well as analytical skills related to industrial marketing, companies' business environments, critical aspects of marketing, as well as a scientific approach by drawing conclusions that can be justified through logic reasoning and by using existing theories. The course book and a minimum of five research articles are mandatory to use as references.

2. Feedback

In addition to the teacher's feedback, peer assessments will be an important part of this assignment. Each student will be assigned to review two other participating students' drafts. The reviewers are expected to have analysed the drafts and prepared written and oral feedback before the seminar. It is important that participants keep to the deadlines so that reviewers have enough time to review the drafts. Giving feedback is a good way to contribute to other students' learning, but also a way to develop your own writing skills (learning by analysing others' writing).

Written feedback – Checklist

- ✓ Does the paper follow the instructions?
- ✓ Has relevant data been used?
- ✓ Is the report self-supporting in that you can read the text without needing further information?
- ✓ Are the formalities correct (e.g., references, number of pages, etc.)?
- ✓ Are theoretical concepts used correctly?
- ✓ Is the language good?
- ✓ Is it reader friendly and understandable?
- ✓ Do you agree with the analysis?
- ✓ Any further recommendations?

3. Submissions

- Draft 1 in Canvas under *Assignment > INL3 > First draft individual assignment, submission*. Deadline 8/2 12:00.
- Written feedback to two other participating students in Canvas under *Assignment > INL3 > Feedback draft 1, submission* as well as directly to the students. Deadline 9/2 23:59. Also prepare oral feedback for the seminar.
- Final version in Canvas under *Assignment > INL3 > Final version individual assignment, submission*. Deadline 28/2 23:59.

NOTE

- All papers are expected to use the Times New Roman, size 12, normal 1.5 line spacing.
- The reports are expected to follow the Harvard Referencing System or APA referencing System for in-text referencing and the list of references at the end of the report. See the [KTH reference guide](#) for further instructions.
- Late submissions will result to grade deduction, so submit in good time.

Grading

- | | |
|---|-----------|
| - Quizzes (individual assignment), TEN2 (P/F) | 2 credits |
| - Cases (individual assignment), INL3 (A-F) | 2 credits |
| - Marketplace Live / Marketing plan, (group assignment), INL2 (A-F) | 2 credits |

Grading criteria:

The INL 2 and INL 3 will be graded A to F (A to E passed, F failed). There is also a possibility for the teacher to give an Fx that gives the opportunity to re-write the paper in order to reach the grade E (higher grades are not given with an Fx). In this case you will be informed about what is required to reach an E and be given a deadline. If no text is sent by that date, the grade F will be registered in the system. The following provides points of reference for the grading of the papers:

A: Excellent

- The plan or paper provides a theoretically grounded argumentation by identifying relevant literature and combining several sources in a meaningful way
- The student demonstrates ability to autonomously use theoretical concepts and ideas in order to develop knowledge on the subject by providing own interpretations, reflections, and ideas in a systematic, detailed and coherent way by approaching the subject from different points of views
- The student demonstrates ability to organize her/his thoughts in a way that makes the line of reasoning clear and strengthens the argument

C: Good

- The student demonstrates ability to identify interesting aspects/points
- The student demonstrates ability to combine some theoretical sources
- The student provides an analysis of the chosen management issue by applying theoretical concepts/ideas, but this analysis remains superficial
- The structure of the paper or plan is acceptable

E: Sufficient

- The student has written a complete paper or plan but has not succeeded in demonstrating that s/he can use knowledge autonomously.
- The analysis and/or strategy is partial
- Important aspects are not adequately treated

Course schedule – ME2098 Industrial Marketing and Networks

Note:

- Students are expected to participate in all seminars.
- All lectures are provided both on campus and through zoom.
- Recommended reading preparations are found in canvas under *Modules > Links and important information > Literature and other resources*.
- When in need of extra guidance, scheduling an extra zoom time with the teacher is possible.

Week /Day	Date	Location	Time	Content	Activity
3 Tue	18 Jan	E35	15:00- 17:00	Introduction to the course, marketing, marketing plans, and the game	Lecture 1
3 Wed	19 Jan	E35	13:00- 15:00	Research & Analysis 1: Self, Market environment & Customers	Lecture 2
3 Thu	20 Jan	Q21	15:00- 17:00	Research & Analysis 2: Competitors and Competitive advantage	Lecture 3
3 Fri	21 Jan		23:59	Deadline: Team formation	INL2
4 Tue	25 Jan		12:00	Deadline: Marketing plan draft 1	INL2
4 Tue	25 Jan	E35	15:00- 17:00	Strategy: Marketing mix, Branding, Communication plan and Budget	Lecture 4
4 Wed	26 Jan	U41	13:00- 17:00	Marketplace Live and marketing plans Group A 13-15 Group B 15-17	Seminar 1 INL2
4 Tue	26 Jan		23:59	Deadline: Feedback for marketing plan draft 1	INL2
4 Thu	27 Jan		23:45	Game Q1 is due 23:45 27/1	INL2
5 Mon	31 Jan		23:45	Game Q2 is due 23:45 31/1	INL2
5 Tue	01 Feb		12:00	Deadline: Marketing plan draft 2	INL2
5 Tue	01 Feb	Q21	15:00- 17:00	B2B: Supply chains, Business relationships and Networks	Lecture 5
5 Wed	02 Feb	E51	13:00- 17:00	Marketplace Live and marketing plans Group A 13-15 Group B 15-17	Seminar 2 INL2
5 Wed	02 Feb		23:59	Deadline: Feedback for marketing plan draft 2	INL2
5 Fri	04 Feb		23:45	Game Q3 is due 23:45 4/2	INL2
6 Tue	08 Feb		12:00	Deadline: draft 1 INL3	INL3
6 Tue	08 Feb	E35	15:00- 17:00	B2B: Segmentation New product development	Lecture 6
6 Wed	09 Feb	U31	13:00- 17:00	Individual report – B2C vs. B2B Group A 13-15 Group B 15-17	Seminar 3 INL3
6 Wed	09 Feb		23:59	Deadline: Feedback draft 1 INL3	INL3
6 Thu	10 Feb		23:45	Game Q4 is due 23:45 10/2	INL 2
7 Mon	14 Feb		23:45	Game Q5 is due 23:45 14/2	INL2
7 Tue	15 Feb		12:00	Deadline: Marketing plan draft 3	INL 2
7 Tue	15 Feb	E35	15:00- 17:00	Marketing ethics as well as Green and Sustainability marketing	Lecture 7

7 Wed	16 Feb	Q33	13:00- 17:00	Marketplace Live and marketing plans Group A 13-15 Group B 15-17	Seminar 4 INL2
7 Wed	16 Feb		23:59	Deadline: Feedback draft 3 INL2	INL2
7 Fri	17 Feb		23:45	Game Q6 is due 23:45 17/2	INL2
8 Tue	22 Feb		12:00	Deadline: Marketing plan draft 4	INL2
8 Tue	22 Feb	E35	15:00- 17:00	Summarizing lecture Questions & Answers	Lecture 8
8 Wed	23 Feb		13:00	Deadline: Presentation slides	INL2
8 Wed	23 Feb	U21	13:00- 17:00	Marketing plan – final presentations Group A 13-15 Group B 15-17	Seminar 5 INL2
8 Wed	23 Feb		23:59	Deadline: Feedback draft 4 INL2	INL2
8 Fri	25 Feb		23:59	Deadline: Marketing plan, final version	INL2
9 Mon	28 Feb		23:59	Deadline: Individual assignment, final version	INL3
9 Wed	02 Mar		08:00- 23:59	Quiz opens 08:00 and closes 23:59	TEN2
11 Wed	16 Mar		08:00- 23:59	Re-Quiz opens 08:00 and closes 23:59	TEN2