

# B-TO-B MARKETING

**LEVEL:** MASTER 1

**PERIOD:** SEMESTER 2

**LANGUAGE:** EN

**ECTS:** 3

**TEACHER/COORDINATOR:** JULIE CHRISTIAEN



**PREREQUISITES:** Fundamental aspects of marketing – Concepts, methods, tools knowledge

## 1-Main objectives

To introduce and train students to specific characteristics of BtoB marketing.

## 2-Skills developed

To be able to figure out how to work through BtoB marketing issues, using relevant tools and methods.

## 3-General content

- › Global view: BtoB marketing specificities
- › BtoB Market research
- › Strategic BtoB Marketing
- › Marketing policies applied to BtoB

## 4- Evaluation

Individual assessment

## 5- Program

**Learn:** Theoretical courses – **Practice:** tutorials – **Discover:** Professional experience presentations