

B-TO-B MARKETING

LEVEL: MASTER 1

PERIOD: SEMESTER 2

LANGUAGE: EN

ECTS: 3

TEACHER/COORDINATOR: ULKU TARHAN



2020-2021

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

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