

The Manchester MBA

Elective: **Business to Business Marketing**

MANCHESTER
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The University of Manchester
Alliance Manchester Business School

Business-to-Business (B2B) markets are strategically important; their combined value far exceeds that of the end consumer markets.

They are the engines of economic growth across a diverse set of product, service, technology and information exchanges that are the foundation of the economy and the vital and complex supply networks and ecosystems embedded in it.

This course equips participants with the critical evaluation and analytical skills that are needed to be successful in a complex and a rapidly evolving business world. These skills lie at the heart of the flexible business strategies that are needed to ensure the success of your organization and that business customers and/or buyers understand how they can co-create unique value with your company and how this relates to their competitive advantage.

To support these skills, you will be provided with a toolkit that is flexible and reflective of the complexity of B2B markets, covers both analysis and implementation, and is has co-creation of value at its centre.

You will gain awareness of and practice (using real-life examples and cases) how academic theories can be viewed through different lenses and successfully applied in a variety of B2B contexts to support business success.

How you'll benefit



Gain deeper understanding of marketplace analysis: Learn about how different perspectives need to be adopted when analysing marketplaces, i.e., for transactionally oriented markets vs. those in which relationship management is central.



Strategic B2B marketing skills: Be exposed to a variety of possible strategies that can be used in business markets and explore how these vary according to the domain and context in which they occur.



Practical B2B marketing implementation skills: Understand how existing frameworks need modification for use in B2B marketing, and additional analytical models provide insight into markets where relationships are important.



Critical thinking skills: Practice evaluation of when and where frameworks should be applied alongside appraising the strengths and weaknesses of their use in different contexts.



Engagement with the emerging challenges in B2B markets: Develop awareness of challenges resulting from challenges such as digitalization, servitization and the Industrial Internet of Things.



Practice a range of communication skills: Participate in discussion boards, oral presentations and written reports.

Combining these skills will give you additional understanding of and tools to use in the complex business networks in which we are all embedded and where we want to achieve business success.

Delivery method

This six month course is delivered through a choice of a three-day in-person or virtual workshop, supported by online learning.



Judy Zolkiewski

Judy Zolkiewski is a Professor of Marketing at Alliance Manchester Business School and Unit Director for the B2B Marketing Elective. She joined the University in 1999 after 15 years in industry at Ferranti Computer Systems, working across technical, project and commercial roles. Her teaching focuses on B2B marketing, services and strategy. Her research explores business markets, relationships, networks, servitization and technology. She has extensive Knowledge Transfer Partnership experience and has published widely in leading marketing and management journals.

Have any further questions about The Manchester MBA?



Please get in touch - mba@manchester.ac.uk