



Module Specification

Corporate Connections: Succeeding in B2B Marketing

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Part 1: Information

Module title: Corporate Connections: Succeeding in B2B Marketing

Module code: UMMTBG-30-3

Level: Level 6

For implementation from: 2027-28

UWE credit rating: 30

ECTS credit rating: 15

College: College of Business and Law

School: CBL Bristol Business School

Partner institutions: None

Field: Operations and Information Management

Module type: Module

Pre-requisites: None

Excluded combinations: None

Co-requisites: None

Continuing professional development: No

Professional, statutory or regulatory body requirements: None

Part 2: Description

Overview: The module explores the day-to-day practices of the marketing function in business-to-business (B2B) environment. It provides innovative examples from real-life organisations, and enables students to apply knowledge and skills to develop practical solutions to B2B marketing challenges.

Features: Not applicable

Educational aims: Students develop an insight into the principles and practice of B2B marketing. They build on the knowledge, theory and skills developed at Level 4 and 5 and apply this to the B2B context, exploring marketing communications techniques used to develop and manage stakeholder and customer relationships through to pitching, negotiating and closing a sale. Students develop the ability to identify sources of credible marketing information, ranging from academic journals to industry sources. They also develop their creativity, planning and team working skills, as well as presentation, written and verbal communication skills.

Outline syllabus: Syllabus will include (but not be limited to):

Characteristics of B2B markets
Business buyer behaviour/journey
Researching B2B markets
Business market segmentation
Stakeholder management
Relationship marketing
Key account management
B2B marketing objectives and strategy
B2B communications mix
Sales overview:
Funnel management
Personal selling
Pitching
Negotiation

Part 3: Teaching and learning methods

Teaching and learning methods: The module uses taught sessions to provide an overview of topic areas, but emphasis is placed on practice and participation where problems/case studies/presentations/discussions generate insight into the usefulness of theoretical approaches.

Preparation and independent study involves students using a range of reading material such as books, journals and professional publications to deepen their understanding of the concepts introduced during taught sessions, where student can also participate and practice techniques. Extensive use is made of VLE enabling students to access course materials, lecture slides, useful research links, announcements, discussion boards and e-mail.

Weekly lectorials will introduce a wide range of concepts, theories, and models pertinent to B2B marketing and will explore the latest research in the field. The lectorials will also provide students with the opportunity to meet practitioners working in B2B marketing roles and explore real-world case study examples.

Weekly tutorials will enable students to apply and critically evaluate concepts, theories, and models from the lectorials and their independent learning . The tutorials will also provide students with practical guidance and support to complete both assessment tasks, enabling them to build a portfolio of B2B marketing materials.

Module Learning outcomes: On successful completion of this module students will achieve the following learning outcomes.

MO1 Work with theory and practice, to demonstrate knowledge and critical understanding of the current context of business-to-business marketing

MO2 Critically evaluate arguments, assumptions, abstract concepts and data, to make judgements, and to frame appropriate questions to develop effective business-to-business communications strategies

MO3 Integrate and synthesise learning holistically and from a range of different disciplines to consolidate, extend and apply their knowledge and understanding to initiate and carry out projects that develop business-to-business marketing assets

MO4 Effectively and persuasively communicate creative solutions in response to real-world business to business marketing opportunities.

Hours to be allocated: 300

Contact hours:

Independent study/self-guided study = 228 hours

Face-to-face learning = 72 hours

Reading list: The reading list for this module can be accessed at [readinglists.uwe.ac.uk](https://uwe.rl.talis.com/modules/ummtbg-30-3.html) via the following link <https://uwe.rl.talis.com/modules/ummtbg-30-3.html>

Part 4: Assessment

Assessment strategy: The assessment strategy includes a Written Assignment (70%) being an individual 3,000 document which will require students to apply concepts, theories, and models introduced in the lectorials and developed through independent learning to research and design a range of B2B marketing assets.

The assessment strategy also includes a Set Exercise (30%) during which students will role play pitching, negotiating and closing a sale. Students will be asked to share their preparation for this task at particular points in the module to receive formative feedback and this will also reduce opportunities for plagiarism. The assessment will be subject to peer review ensuring each group member's mark reflects their individual contribution.

Assessment is designed to build in the student's individual experience in relation to the syllabus and supporting them in submitting an authentic assessment in line with university assessment policies. The overarching aim is to ensure it is the student's original work that is being submitted.

Assessment tasks:

Written Assignment (First Sit)

Description: 3,000 word individual document consisting of a range of B2B marketing assets.

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Set Exercise (First Sit)

Description: Role play exercise - 20 minutes

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Written Assignment (Resit)

Description: 3,000 word individual document consisting of a range of B2B marketing assets.

Weighting: 70 %

Final assessment: No

Group work: No

Learning outcomes tested: MO1, MO2, MO3

Set Exercise (Resit)

Description: Role play exercise - 20 minutes

Weighting: 30 %

Final assessment: Yes

Group work: No

Learning outcomes tested: MO4

Part 5: Contributes towards

This module contributes towards the following programmes of study:

Business Management and Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Marketing {Foundation} [Frenchay] BA (Hons) 2024-25

Business Management and Marketing [Phenikaa] BA (Hons) 2025-26

Business Management and Marketing [Villa] BA (Hons) 2025-26

Marketing [UFM] BA (Hons) 2025-26

Business Management with Marketing {Dual} [Taylors] BA (Hons) 2025-26

Business Management and Marketing [Frenchay] BA (Hons) 2025-26

Marketing [Frenchay] BA (Hons) 2025-26