

TRƯỜNG ĐẠI HỌC VĂN LANG
ĐƠN VỊ: KHOA THƯƠNG MẠI

ĐỀ THI/ĐỀ BÀI, RUBRIC VÀ THANG ĐIỂM
THI KẾT THÚC HỌC PHẦN
Học kỳ 2, năm học 2024-2025

I. Thông tin chung

Tên học phần:	B2B Marketing		
Mã học phần:	72MRKT40203	Số tín chỉ:	3
Mã nhóm lớp học phần:	242_72MRKT40203_01		
Hình thức thi: Dự án/Đồ án/Bài tập lớn/Tiểu luận	Thời gian làm bài:	7	ngày
<input type="checkbox"/> Cá nhân	<input checked="" type="checkbox"/> Nhóm		
Quy cách đặt tên file	Group Name_72MRKT40203_ B2B Marketing_242_72MRKT40203_01_DOAN		

Giảng viên nộp đề thi, đáp án bao gồm cả **Lần 1 và Lần 2 trước ngày 06/04/2025.**

1. Formatting Guide

- Font: Times New Roman
- Size: 13
- Guidance for naming exam files: **Group Name_72MRKT40203_ B2B Marketing_242_72MRKT40203_01_DOAN**
- Group leaders submit a soft copy of your team's finished work at the end of the semester. The soft copy should be submitted through the CTE website of VLU and on the E-learning system.

2. Sending Assignment Cover Sheet

After approving the assignment cover sheet, answers/rubric, the Head of Department/ the send assignment cover sheet to Trung Tam Khao Thi via email khaothivanlang@gmail.com including Word and Pdf files (compress and set a password for the compressed file) + messaging + naming via tel no. **0918.01.03.09** (Phan Nhật Linh).

II. Intended Course Learning Outcomes Assessed

CLO	CLO Details	Assessment Methods	CLO weight in assessment component (%)	Question No.	Maximum Grade	Matching PLO/PI
(1)	(2)	(3)	(4)	(5)	(6)	(7)
CLO1	Describe the concepts of B2B Marketing, the importance of B2B Marketing management activities, and the process of B2B Marketing Management	Group Project (with Presentation)	30%	1	3	PI4.3
CLO2	Analyse, synthesize, measure and evaluate the organizational situation to be able to design appropriate B2B Marketing strategies or solutions	Group Project (with Presentation)	30%	1	3	PI4.3
CLO3	Successfully implement B2B marketing strategies and plans proficient in business from analysis, planning, implementation and measurement.	Group Project (with Presentation)	20%	1	2	PI8.2
CLO4	Develop communication capabilities, communicate strategies and action plans effectively to B2B target customers	Group Project (with Presentation)	10%	1	1	PI8.1

	Demonstrate responsibility at work, awareness of compliance with professional ethics and social ethics.	Group Project (with Presentation)	10%	1	1	PI10.1, PI10.2
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III. Assignment Requirement

Assignment Title: Designing B2B Marketing plan to Promote Your chosen product/service.

Context: You are part of the marketing team at a company, you will develop a comprehensive **B2B marketing plan** for a business of your choice for the next one year.

Objective: Apply strategic marketing concepts, frameworks, and tools to create a well-structured marketing plan that effectively targets business customers. Your plan should include detailed strategies for identifying and engaging B2B customers, positioning the business, and implementing marketing tactics.

Assignment Tasks and Requirements:

Task 1. Conduct market analysis (2 points)

- What are the macro and micro factors that influence your chosen company?
- Analyse your competitors;
- Define your target B2B customers.

Task 2. Define B2B marketing objective and design appropriate B2B Marketing strategies (5 points)

- Value Proposition & Positioning: Define the company's value proposition and how it differentiates from competitors.
- Customer Segmentation & Targeting: Specify how the business will segment and target potential B2B customers.
- Marketing Mix (4Ps): Develop a strategic marketing mix focusing on:
 - Product (What value does it provide to B2B customers?);
 - Price (Pricing model, discounts, or bulk pricing strategies);
 - Place (Distribution channels, online/offline presence);
 - Promotion (Marketing communication channels, relationship marketing programs).

Task 3. Develop Action Plan & Budgeting (3 points)

- Explain how your team implements your marketing plan;

- Identify key performance indicators (KPIs) to measure the success of the marketing plan
- Design budgeting for the plan.

Presentation requirements:

- Form a group of 4-5 members. And present the report in class for 20 minutes for each group;
- Design report using presentation slides which should be submitted individually through the CTE website and on the E-learning system;
- You should use in-text references and a list of all cited sources at the end of the report by applying APA referencing style.

2. Style and Formatting Guide

- The assignment's total length should be within 30 slides PowerPoint ($\pm 10\%$);
- Please submit a soft copy of your finished work at the end of the semester. The soft copy should be submitted individually through the CTE website of VLU and on the E-learning system;
- File Naming: *Group Name_72MRKT40203_ B2B Marketing_242_72MRKT40203_01_DOAN;*
- Students are compulsory to submit the assignment on the due date and in a way requested by the Lecturer;
- This is a group assignment.

3. Grading and Rubric

Criteria	Score	Very Good 8-10 pts	Good From 6.5 – under 8 pts	Average From 5 to under 6.5 pts	Poor Under 5
Format	1	Clear and clean Both in-text referencing and the resultant reference list adhere strictly to APA Referencing Style, with no errors.	Quite clear and clean Both in-text referencing and the resultant reference list adhere to APA Referencing Style, with only occasional minor errors.	Averagely clear and clean Both in-text referencing and the resultant reference list adhere to APA Referencing Style, with many errors.	Unclear and unclean Neither in-text referencing nor reference list adhere to APA Referencing Style.
Content	5	Very well precise, scientific Sequence information and ideas logically and skillfully; coherent progression throughout	Mostly precise, scientific, still produce occasional errors Arrange information and ideas quite logically; clear progression throughout	Some precise and scientific, may make some errors Arrange information and ideas relatively logically	Limited precise and scientific, make noticeable errors Lacks structure and is difficult to follow.
Presentation	2	Present issues and arguments attractively and	Present clearly but unattractive; arguments are	Difficult to follow but still able to	Present unclearly, may not understand.

		persuasively. Very good interaction with audience	quite persuasive. Good interaction with audience	understand important contents. Inadequate interaction with audiences	No interaction with audiences
Creativity	1	Use creative tools and language, to convey content in a unique understanding of the topic.	Express quite clear and creative arguments	Express clear and creative arguments averagely	No arguments
Q&A	1	Answer all questions correctly	Answer all questions, still some errors	Answer some questions	Cannot answer
Total	10				

Internal Verifier*Ho Chi Minh City, 28th Feb 2025***Lecturer**

PhD. Trần Nguyễn Hải Ngân**MBA. Nguyễn Vũ Phương Thủy**