

## Course brochure

# MARKETING AND BUSINESS DEVELOPMENT IN PROJECT-BASED INDUSTRIES (2 ECTS)

**Time:** November 11-13 (Wed-Fri), 2015, 12-16 pm.

**Place:** Åbo Akademi University, Axelia II, Seminar room Glaset (4th floor), Piispankatu 8, Turku.

**Instructor:** Professor. Hedley Smyth, Bartlett School of Construction Management, University College London.

## 1 Overview and objectives

This course deals with the marketing and business development function and general and special characteristics in the project-based industry. I approach the subject from common marketing theories as well as modern perspectives such as the service-dominant logic and value-based selling.

## 2 Contents

The course will evolve around four more specific topics connected to marketing:

- Different marketing approaches in the project business
- Service and value creation through projects
- Business and market development in the project-based industry

## 3 Examination

The students are given a grade pass/fail. Successful pass of the course requires that the student completes the following parts:

- Attending the class room sessions
- Reading the assigned literature
- Writing a reflective learning diary to be submitted by the 27<sup>th</sup> of November, 2015). The diary should include notations as to what the:
  - i. implications,
  - ii. direct lessons or takeouts,
  - iii. additional or further reading and research arising from the implications and lessons that they now need to undertake,
  - iv. what issues of alignment, reinforcement and confirmation have been identified (especially for those who are in the latter stages of their PhD).

## 4 Enrolment

To Irmeli Laine ([irmeli.laine@abo.fi](mailto:irmeli.laine@abo.fi)) by 4<sup>th</sup> of November, 2015. Please also inform about possible food allergies.

## 5 Instructor bio

**Hedley Smyth** (Professor.) is Director of Research at The Bartlett School of Construction and Project Management, UCL. His research within organisational behaviour in project environments cover the following areas of expertise: 1) relationship management and trust in project-based networks and in multi-organisational project teams, 2) the management of the strategic front-end of projects, especially business development and its linkage to the delivery of value over project lifecycles, and the management of integrated service delivery teams. He has been involved with managing several research projects and knowledge transfer partnerships with industry, including VINCI and Network Rail, undertaking research into companies including Fujitsu, YIT, Skanska, Royal Dutch BAM, and Balfour Beatty Rail. He is regularly asked to contribute as a keynote speaker, visiting lecturer and research collaborator by other institutions, including Skema Business School (Lille), BI Business School (Oslo), and Tampere University of Technology.

## 6 References & Pre-reading

Smyth, H., 2015. Market Management and Project Business Development, Routledge.

## 7 Session and reading schedule

<b>Session 1 - Wednesday, November 11, 12-16</b>	
Topic	Different marketing approaches in the project business
Content	Marketing is not merely a function to determine in which markets to compete and then the securing of work to feed the project business, it is also an organisational capability to improve service quality prior to a contract, develop and deliver value propositions during the contract to facilitate value realisation post-contract. These capabilities are necessary in the development of the new service models and implementation of the service-dominant logic.
<b>Session 2 - Thursday, November 12, 12-16</b>	
Topic	Service and value creation through projects
Content	The session will map the current position, using data from international engineering, construction and IT contractors. Two extensive types of qualitative data will be drawn upon. One will focus the interface between finance, procurement and marketing/business development. This is therefore mainly hierarchical in its reporting. The other will focus upon the project lifecycle from the front-end to post-contract. This is mainly horizontal in its reporting. In both cases capabilities for integration and facilitating the co-creation of value will be considered for the extent of effectiveness.
<b>Session 3 - Friday, November 13, 12-16 (Start with round-table discussion over lunch)</b>	
Topic	Business and market development in the project-based industry
Content	The session will present an initial theoretical evaluation of the conceptual gap between the service-dominant logic on the one hand and the business model literature on the other hand. It will also consider performance measurement in project-based industries and the gap with the service-dominant logic. Developing effective earning logics and service design will be considered as means to bridge the gaps. It is hoped that there will be open discussion around these issues.