

Subject Code: 1MS2020452

Subject Title: B to B Marketing

1. Course Objectives and Outline:

The course of B-to-B Marketing is a theory-driven yet hands-on approach to show students how to make profitable and quality business marketing decisions. This course introduces the concepts of marketing to businesses and stresses the importance of customer relationship and knowledge management.

2. Teaching Scheme (Hours per week)

Lecture (Hrs.)	Tutorial	Practical	Credit	Evaluation Scheme (Marks)		Total
				University Assessment	Internal Assessment	
4	-	-	4	60 Marks	40 Marks	100 Marks

3. Syllabus

Module No.	Contents	Total Hours	Weight
1	Business Markets and Business Marketing • Introduction to Business Marketing • The Character of Business Marketing • The Purchasing Function • Organizational Buyer Behavior • Case Discussion	12	25%
2	Foundations for Creating Value • Market Opportunities and Marketing Strategy • Developing and Managing Offerings • Business Marketing Channels • Case Discussion	12	25%
3	Business Marketing Programming • Creating Customer Dialogue • Communicating via Advertising, trade Shows, and PR • The One-To-One Media • Sales Management • Case Discussion	12	25%
4	Evaluation of Programs and Customers • Pricing & Negotiating for Value • Evaluating Marketing Efforts • Customer Retention and Maximization • Case Discussion	12	25%

4. Course Pedagogy

The pedagogy of the subject involves Lectures, Role Plays, Case Discussions, Real life Business Scenarios. Students will be given group tasks and assignments.

5. Suggested Readings

a. Books

- 1 Business Marketing: Connecting Strategy, Relationships, and Learning; by Robert F. Dwyer and John F. Tanner; McGraw-Hill
- 2 B-2-B Marketing; by Michael D. Hutt, Dhiraj Sharma and Thomas W. Speh; Cengage
- 3 Business Marketing Management; by Michael D. Hutt and Thomas W. Speh; Cengage
- 4 Business-to-Business Marketing A Step-by-Step Guide; by Ray Wright; Prentice Hall
- 5 Business to Business Marketing Relationships, systems and communications; by Chris Fill and Karen E. Fill; Prentice Hall

b. Journals/Magazines

- Journal of Business-to-Business Marketing; Taylor & Francis Online
- Journal of Business & Industrial Marketing; Emerald insight
- Journal of Business Market Management; Springer

6. Evaluation Scheme

Sr. No.	Component	Weight
1	University Examination	60%
2	Internal Assessment -Depending on the need and objectives of the subject, internal assessment should include minimum three of the following sub-components; <i>Class Test, Quiz, Assignments, Case Presentation, Class Participation, Projects, Team/Individual Assignments.</i> -The weightage of a sub-component should not exceed 50% of internal assessment component weight. - The bifurcation of sub-components shall be communicated by the instructor before commencement of the academic sessions.	40%