

Branch Name:	Management
Program Code:	MS301
Course Name:	B to B Marketing
Course Code:	1MS3010852
Pre-requisite Course:	Fundamentals of Marketing

Course Objectives:

1) T

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)				
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)		Practical (Marks)		Total (Marks)
				University Assessment	Continuous Assessment	University Assessment	Continuous Assessment	
4	-	-	4	60	40	-	-	100

Syllabus:

Module No.	Topic	Total Hours	Weightage (%)
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%

Text Books:

Sr. No.	Books
1	Business Marketing: Connecting Strategy, Relationships, and Learning; by Robert F. Dwyer and John F. Tanner; McGraw-Hill

Reference Books:

Sr. No.	Books
1	B-2-B Marketing; by Michael D. Hutt, Dhiraj Sharma and Thomas W. Speh; Cengage
2	Business Marketing Management; by Michael D. Hutt and Thomas W. Speh; Cengage
3	Business-to-Business Marketing A Step-by-Step Guide; by Ray Wright; Prentice Hall
4	Business to Business Marketing Relationships, systems and communications; by Chris Fill and Karen E. Fill; Prentice Hall

List of Journals/Magazines

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

LAB/Practical

1. Students should be send to field work for Survey and Observation in any Organization .

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	To understand about the Business Markets.	2 Understanding
CLO2	To understand Organizational Buyer Behaviour.	1 Remembering, 2 Understanding
CLO3	To grap Market Opportunities and develop Marketing Strategy	1 Remembering, 3 Applying
CLO4	To have an idea about the Marketing Channels.	1 Remembering
CLO5	To learn about the sales management.	2 Understanding
CLO6	To do Pricing & Negotiating for Value	4 Evaluate, 5 Analyze, 6 Creating

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Mapping of CLOs with Pos & PSOs

Course	Program Outcomes(POs)								Program Specific Outcomes(PSOs)	
Learning Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PSO1	PSO2
CLO1	H	M	L					M		
CLO2		M	M	L			M			
CLO3	H	M				M		M		
CLO4				H			M			
CLO5	H							M		
CLO6		M	M		L		H	M		

H: High, M: Medium, L: Low