

Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS201
Course Name:	B to B Marketing
Course Code:	2MS2010452T
Pre-requisite Course:	Fundamentals of Marketing, Business

Course Objectives:

- 1) To create a better understanding of B2B concepts in solving business related marketing problems.
- 2) To develop insights into B2B theories application for smooth functioning of the business

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

Subject Contents:

Sr. 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 Behaviour • Case Discussion	10	20%
2	Foundations for Creating Value • Market Opportunities and Marketing Strategy • Developing and Managing Offerings • Business Marketing Channels • Case Discussion	10	20%
3	Business Marketing Programming • Creating Customer Dialogue • Communicating via Advertising, trade Shows, and PR • The One-To-One Media • Sales Management • Case Discussion	10	20%
4	Evaluation of Programs and Customers • Pricing & Negotiating for Value • Evaluating Marketing Efforts • Customer Retention and Maximization • Case Discussion	10	20%
5	Recent Trends in B2B Marketing • The concept of Content Marketing for B2B • Influencer Marketing in B2B • Sustainable and Responsible B2B Marketing	8	20%

	The Impact of Social Selling on B2B Marketing		
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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

- 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 grabMarket 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 B2B sales management.	2 Understanding
CLO6	To develop effective marketing strategies for business to business sales.	4 Evaluate, 5 Analyze, 6 Creating

Mapping of CLOs with POs & PSOs

Course Learning Outcomes	Program Outcomes (POs)								Program Specific Outcomes (PSOs)	
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PSO1	PSO2
CLO1	H	M	L					M		
CLO2		M	M	L			M		M	
CLO3	H	M				M		M		M
CLO4				H			M		M	
CLO5	H							M		
CLO6		M	M		L		H	M		M

H: High, M: Medium, L: Low
