

Branch Name:	MANAGEMENT (Marketing Management)
Program Code:	MS301
Course Name:	B to B Marketing
Course Code:	2MS3010652T
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 to Business Marketing (B2B): Introduction • Business marketing • Business market customers • Characteristics of business markets • Organizational buying and buying behaviour • The buying process Organizational and business markets	10	20%
2	Segmenting business markets Business marketing planning: • Strategic role of marketing • Components of a business model Managing service for business markets: • Understanding the customer experience • Delivering effective customer solutions • Marketing of solutions	10	20%
3	Pricing in B2B marketing: • Pricing process • Competitive bidding Managing marketing communications for business markets: • B2B Advertising • Digital marketing • Trade shows, exhibitions, business meets • Managing the sales force	10	20%
4	Managing Channels: • Business marketing channels and participants • Channel design and management decisions	10	20%

	- E-commerce for business marketing channels - Market logistics decisions - B2B logistics management Implementation of marketing strategy: - Successful strategy implementation and the strategy implementation fit. - Building a customer driven organization - Strategy map Ethical issues in B2B Marketing:		
5	Recent Trends in B2B Marketing - The concept of Content Marketing for B2B - Influencer Marketing in B2B - Sustainable and Responsible B2B Marketing - The Impact of Social Selling on B2B Marketing	8	20%

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 grab 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 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
