

Course Outline

**Department of Marketing, International Business and
Entrepreneurship
School of Business and Economics**

**MKTG 4490-3
Business to Business Marketing (3,0,0)**

Calendar Description

Students examine how important the marketing of products and services to other businesses and organizations is to the economy, the unique nature of business customer's needs, and the different marketing strategies that can be employed to meet those needs. Topics include business markets and business marketing; character of business marketing; purchasing function; organizational buyer behavior; market opportunities for current and potential customers; marketing strategy; developing and managing offerings; business marketing channels and partnerships for customer service; creating customer dialogue; connecting via advertising, trade shows, and public relations; and customer retention and maximization.

Educational Objectives/Outcomes

Upon completing this course, students will be able to:

1. Discuss business markets and business marketing.
2. Explain how value is determined in an exchange.
3. Describe a relationship development process for parties able to gradually deepen their interdependence.
4. Describe the processes that purchasing uses to evaluate vendors and their offerings, as well as how the process varies depending on the organization's experience.
5. Recognize the major ethical issues facing purchasing agents and how they respond to those issues.
6. Explain, using the most prominent theories of organizational buyer behavior, how individual needs may override or influence the rational decision-making process.
7. Illustrate how suppliers and customers can collaborate to find opportunities.
8. Analyze the structure of competition, considering the five forces.
9. Apply portfolio and product-life cycle approaches to managing existing products.
10. Discuss the challenges of managing channel relationships and coordinating activities across organizational boundaries.
11. Describe the process of customer relationship management.
12. Compare and contrast the types of advertising commonly used.
13. Classify different customer relationship as always-a-share or lost-for-good.
14. Explain customer retention and maximization.

Prerequisites

MKTG 2430 or MKTG 3430

Texts/Materials

Dwyer and Tanner, Business Marketing: Connecting Strategy, Relationships, and Learning, McGraw-Hill Irwin.

Student Evaluation

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| Term tests | 20-25% |
| Quizzes | 0-10% |
| Participation/attendance | 0-10% |
| Case studies/research projects/assignments | 35-40% |
| Major project/exams | 0-35% |
| Final exam | 0-35% |

Midterm and final exams must not make up more than 70% of evaluation and group work must not make up more than 50%.

Course Topics

1. Business Markets and Business Marketing
 - Importance of business markets
 - Business marketing versus consumer markets
 - Business markets
 - The entire system
2. Character of Business Marketing
 - Beyond market coordination
 - Supply chain management
 - Relationship management
 - Developing relationships
 - A model of relationship development
 - Safeguarding relationships
 - Relationships in larger networks
3. Purchasing Function
 - Importance of purchasing
 - Purchasing philosophy
 - Supplier evaluation
 - Trends in purchasing
 - Purchasing in government
 - Ethics in purchasing
4. Organizational Buyer Behavior
 - Buying determinants theory
 - Role theory

- Roles in the buying center
- Dimensions of buying centers
- Marketing to buying centers
- When buying centers occur
- Individual buyer theory

5. Market Opportunities: Current and Potential Customers

- Finding opportunities
- Market segmentation
- Segment criteria
- Market assessment tools
- Market share estimation

6. Marketing Strategy

- Elements of business strategy
- Developing strategy
- Understanding competitive pressures
 - Five forces
 - Barriers to entry
 - Barriers to flux
 - Spotting and defending against potential entrants
- Strategic implications of the five competitive forces
 - Cautions and limitations
- The organizational context for competing
 - Market orientation
- Organizational learning and memory
 - Managing organizational learning

7. Developing and Managing Offerings

- Service-dominant logic
- Managing products and services
 - Product life cycle (PLC)
 - PLC and product strategy
 - Product portfolios
 - Harvesting a product
- New product development
 - Risk and new product decisions
 - New product development process
- Success or failure
 - Components of success
 - Accelerating the development
 - Process

8. Business Marketing Channels and Partnerships for Customer Service

- Channel and supply chain management
- Types of channel intermediaries

- Ownership distinction
- Merchant versus wholesalers
- Agent intermediaries
- Brokers
- Marketing channel design
- Channel management: politics of distribution
 - Relational exchanges
 - Conflict and its types
 - Power in the channel
- Relationship forms in channels
 - Transactional channels
 - Administered channels
 - Contractual channels
 - Corporate channels

9. Creating Customer Dialogue

- customer relationship management process
- Integrated marketing communication (IMC) strategy
 - IMC process
 - Strategies for customer retention and acquisition
- Budgeting for communications
 - Benefits of budgeting
 - Methods of budgeting
 - Allocating among communication elements

10. Communicating Via Advertising, Trade Shows, and Public Relations

- Advertising to business
- Public relations
- Trade show marketing
 - Importance of trade shows
 - Show selection
 - Show marketing strategy

11. Customer Retention and Maximization

- Conquest and aftermarketing
- Nature of a customer
- Always-a-share relationships
- Lost-for-good customers
- Implications of exchange type
- Retention probability and customer value
- Customer relationship management
- Building relationships
- Running relationships
- Strengthening good relationships

Methods for Prior Learning Assessment and Recognition

As per TRU policy

Attendance Requirements – Include if different from TRU Policy

As per TRU policy

Special Course Activities – Optional

Use of Technology – Optional