

**Name of Institute: Indus Institute of Management Studies (IIMS)**  
**Name of Faculty: Dr. Arnaz Wadia**

**Course code:IMB0714**

**Course name:** B2B Marketing

Prerequisites: HSC

Credit points: 3 Credits

Offered Semester:IMBA 4 Yr Sem VII

**Course Lecturer (weeks 01 - 12)**

Full name: Dr.Arnaz Wadia

Department with siting location: Management

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Consultation times: 2:00 PM to 4:00 PM

Students will be contacted throughout the Session via Mail with important information relating to this Course.

**Course Objectives**

By participating in and understanding all facets of this Course a student will:

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

**Course Outcomes (CO)**

1. Insights in to the dynamic nature of the business marketing environment
2. Detailed understanding of organizational buying process across various types of organizations.
3. Familiarization with the critical success factors in marketing products or services to business customers.
4. Recognize the similarities and differences between consumer markets and business markets.
5. Familiarize with the business organization buying behavior
6. Analyze business situations in the context of consumer relationship management and supply chain management.

**Course Outline**

(Key in topics to be dealt)

**Unit-I**

**(7 Hours)**

**Overview and concepts of Business markets**

Introduction to Business-to-Business Marketing, Business and Consumer marketing-A contrast, Trends and changes in Business marketing.

Classifying customers, Organizations and Markets, Types of organizational customers and their unique characteristics, Government and Institutional Markets.

**Unit-2** (7 Hours)

**Organizational buying and buying behavior**

The nature of buying, organizational buying process, Customer relationship management strategies for business markets. Buyer seller connector, Managing buyer seller relationships, Gaining a customer relationship advantages.

**Unit-3** (7 Hour)

**Segmenting, Targeting and Positioning**

Value based segmentation. Segmenting the organizational Market. Organizational demand analysis, Determining market and sales potential, Sales forecasting methods.

**Unit 4** (7 Hours)

**Marketing Mix**

Managing Innovation and New product development process. Pricing in Business-to-Business Marketing. Pricing basis, Managing price as part of Marketing Strategy, Managing pricing tactics, Direct & Indirect channels, Channel objectives, Selection & Motivation of channel members. B2B Advertising, Tradeshow, Personal selling, Key account management

**Unit 5:** (8 Hours)

**Business marketing communication, Planning and implementation and contemporary issues**

- Business marketing communication,
- Use of Social Media in Communicating with Business Markets
- Business marketing strategy, Planning and Implementation
- Ethical issues in Business markets
- Contemporary issues in Business Markets

**Method of delivery**

Face to face lectures, Self Study Material, Active Learning Techniques, Case Studies, Audio-Visuals.

**Study time**

3 hours per week

**CO-PO Mapping (PO: Program Outcomes)**

	PO1	PO2	PO3	PO4	PO5	PO6
CO1	2	2	1	2	2	-
CO2	3	2	-	2	3	3
CO3	2	1	-	3	2	3
CO4	1	3	2	1	3	2
CO5	2	-	2	2	1	2
CO6	2	3	3	2	1	2

**Blooms Taxonomy and Knowledge retention (For reference)**  
 (Blooms taxonomy has been given for reference)

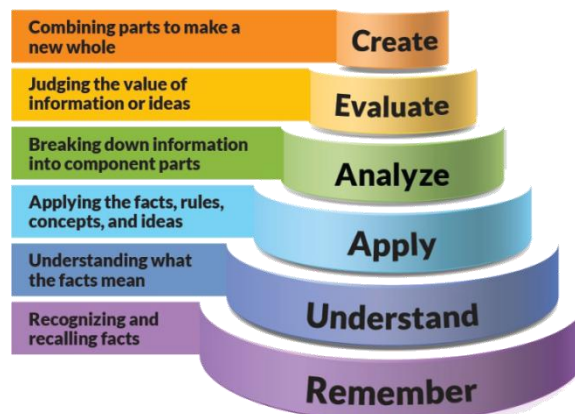
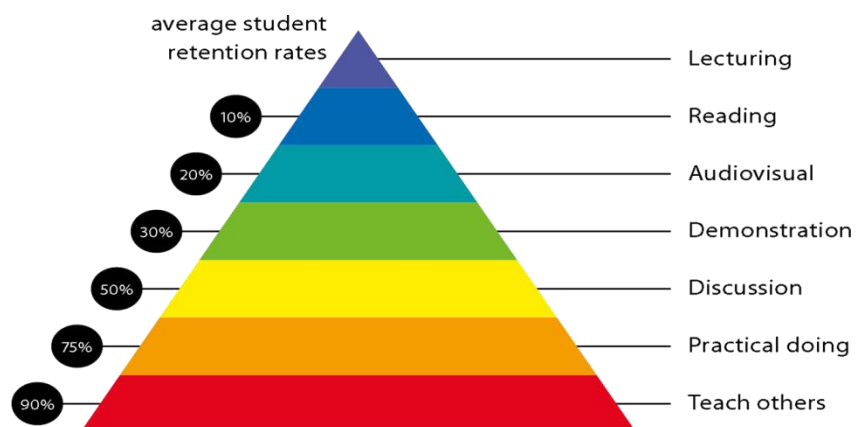


Figure 1: Blooms Taxonomy



**Figure 2: Knowledge retention**

**Graduate Qualities and Capabilities covered**  
 (Qualities graduates harness crediting this Course)

<b>General Graduate Qualities</b>	<b>Specific Department of Graduate Capabilities</b>
<p><b>Informed</b>            Have a sound knowledge of an area of study or profession and understand its current issues, locally and internationally. Know how to apply this knowledge. Understand how an area of study has developed and how it relates to other areas.</p>	<p><b>1 Professional knowledge, grounding &amp; awareness</b></p>
<p><b>Independent learners</b>            Engage with new ideas and ways of thinking and critically analyze issues. Seek to extend knowledge through ongoing research, enquiry and reflection. Find and evaluate information, using a variety of sources and technologies. Acknowledge the work and ideas of others.</p>	<p><b>2 Information literacy, gathering &amp; processing</b></p>
<p><b>Problem solvers</b>            Take on challenges and opportunities. Apply creative, logical and critical thinking skills to respond effectively. Make and implement decisions. Be flexible, thorough, innovative and aim for high standards.</p>	<p><b>4 Problem solving skills</b></p>
<p><b>Effective communicators</b>            Articulate ideas and convey them effectively using a range of media. Work collaboratively and engage</p>	<p><b>5 Written communication</b></p>
	<p><b>6 Oral communication</b></p>
	<p><b>7 Teamwork</b></p>

with people in different settings. Recognize how culture can shape communication.	
<b>Responsible</b> Understand how decisions can affect others and make ethically informed choices. Appreciate and respect diversity. Act with integrity as part of local, national, global and professional communities.	<b>10 Sustainability, societal &amp; environmental impact</b>

### Practical work:

1. Assignment-1: Case Study
2. Assignment-2: Case Study
3. Assignment-3: Presentation
4. Assignment-4: Quiz

### Attendance Requirements

The University norms states that it is the responsibility of students to attend all lectures, tutorials, seminars and practical work as stipulated in the Course outline. Minimum attendance requirement as per university norms is compulsory for being eligible for mid and end semester examinations.

### Details of referencing system to be used in written work

#### Text books

1. Hutt, Michael, D., Speh, Thomas, W. (2012). Business marketing management. Cengage Learning.
2. Reeder, Robert. R., Brierty, Edward. G., Reeder, Betty. H. (2012). Industrial marketing, analysis, planning and control. PHI publication.
3. Phadtare, Milind. T. (2012). Industrial marketing. PHI Publication.

#### Additional Material

1. Rangan, V. K., Shapiro, B. P., and Moriarty Jr. R. T., Business Marketing Strategy: Cases, Concepts, and Applications. Burr Ridge, IL: Irwin.
2. Bigham, Jr. F.G., Business Marketing Management, (Illinois, NTC Business Books)
3. Morris, M.H., Industrial and organizational Marketing, (New York, Macmillan Publishing Company)
4. Gross, A.C., Banting, P.M., Meridith, L.N., Ford, I.D., Business Marketing. (USA, Houghton Mifflin Company)

#### List of Journals/Periodicals/Magazines/Newspapers

1. Journal of Business and Industrial Marketing
2. Indian Journal of Marketing

3. Journal of Business Strategy
4. Progressive Grocer – Magazine

### ASSESSMENT GUIDELINES

Your final course mark will be calculated from the following:

<b>Example:</b>		
<b>Quiz 1</b>	5% (week 4)	Objective (1-3)
<b>Quiz II</b>	5% (week 8)	Objective (1-4)
<b>Mid semester</b>	30% (due week 10)	Objectives (2-5)
<b>Final exam</b> ( <i>closed book</i> )	60%	Objectives (1-5)

### SUPPLEMENTARY ASSESSMENT

Students who receive an overall mark less than 40% in mid semester or end semester will be considered for supplementary assessment in the respective components (i.e mid semester or end semester) of semester concerned. Students must make themselves available during the supplementary examination period to take up the respective components (mid semester or end semester) and need to obtain the required minimum 40% marks to clear the concerned components.

#### Practical Work Report/Laboratory Report:

A report on the practical work is due the subsequent week after completion of the class by each group.

#### Late Work

Late assignments will not be accepted without supporting documentation. Late submission of the reports will result in a deduction of -% of the maximum mark per calendar day

#### Format

All assignments must be presented in a neat, legible format with all information sources correctly referenced. **Assignment material handed in throughout the session that is not neat and legible will not be marked and will be returned to the student.**

#### Retention of Written Work

Written assessment work will be retained by the Course coordinator/lecturer for two weeks after marking to be collected by the students.

## **University and Faculty Policies**

Students should make themselves aware of the University and/or Faculty Policies regarding plagiarism, special consideration, supplementary examinations and other educational issues and student matters.

**Plagiarism** - Plagiarism is not acceptable and may result in the imposition of severe penalties. Plagiarism is the use of another person's work, or idea, as if it is his or her own - if you have any doubts at all on what constitutes plagiarism, please consult your Course coordinator or lecturer. Plagiarism will be penalized severely.

***Do not copy the work of other students.***

***Do not share your work with other students (except where required for a group activity or assessment)***

Course schedule (subject to change)

**(Mention quiz, assignment submission, breaks etc as well in the table under the Teaching Learning Activity Column)**

Week #	Topic & contents	CO Addressed	Teaching Learning Activity (TLA)
Weeks 1	Introduction to Business-to-Business Marketing, Business and Consumer marketing-A contrast, Trends and changes in Business marketing.	CO1	Lecture
Weeks 2	Classifying customers, Organizations and Markets	CO1	Audio-Visual
Week 3	Types of organizational customers and their unique characteristics, Government and Institutional Markets.	CO1 & CO2	Audio-Visual
Week 4	The nature of buying, organizational buying process, Customer relationship management strategies for business markets	CO3	Lecture
Week 5	Buyer seller connector, Managing buyer seller relationships, Gaining a customer relationship advantages.	CO3	Lecture
Week 6	Value based segmentation. Segmenting the organizational Market.	CO3	Case Study
Week 7	Organizational demand analysis, Determining market and sales potential, Sales forecasting methods.	CO4	Case Study
Week 8	Managing Innovation and New product development process. Pricing in Business-to-Business Marketing. Pricing basis, Managing price as part of Marketing Strategy, Managing pricing tactics	CO5	Audio-Visual
Week 9	Direct & Indirect channels, Channel objectives, Selection & Motivation of channel	CO3 & CO4	Audio-Visual



		members.		
Week 10	B2B Advertising, Tradeshows, Personal selling,	C05	Lecture	
Week 11	Key account management Business marketing communication,	C05	Lecture	
Week 12	Use of Social Media in Communicating with Business Markets	C06	Case Study	
Week 13	Business marketing strategy,	C06	Lecture	
Week 14	Planning and Implementation Ethical issues in Business markets	C06	Lecture	
Week 15	Contemporary issues in Business Markets	C06	Lecture	