



Course Outline

Marketing and International Business
School of Business & Economics
MKTG 4490 - **3.00** - Academic
Business-to-Business Marketing

Rationale

Learning Outcomes, Texts/Materials, Student evaluation, Attendance

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 customers' 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; organizational buyer behavior; legal and regulatory environment; marketing strategy; market opportunities for current and potential customers via market research; segmentation, targeting and positioning in the business-to-business context; developing and managing product and service offerings; innovation and competitiveness; pricing; business development and planning; sales; branding; business marketing channels and partnerships; connecting through advertising, trade shows, and public relations; marketing via the Internet; and business ethics.

Credits/Hours

Course Has Variable Hours: No

Credits: 3.00

Lecture Hours: 3.00

Seminar Hours: 0

Lab Hours: 0

Other Hours: 0

Clarify:

Total Hours: 3.00

Delivery Methods: (Face to Face)

Impact on Courses/Programs/Departments: No change

Repeat Types: A - Once for credit (default)

Grading Methods: (S - Academic, Career Tech, UPrep)

Educational Objectives/Outcomes

1. Discuss business markets and business marketing.
2. Analyse organizational buying and buyer behavior.

3. Discuss the legal and regulatory environment in the context of business-to-business markets.
4. Perform market research and competitive analysis.
5. Perform segmenting, targeting, and positioning and develop product, and service offerings.
6. Discuss innovation and competitiveness in business-to-business markets.
7. Propose pricing plans to business-to-business market offerings.
8. Discuss business development and planning in business-to-business markets.
9. Demonstrate business-to-business sales developing and management of the customer relationship.
10. Analyze channel relationships and supply chains.
11. Create communication plans with the market.
12. Analyze business ethics and crisis management situations.

Prerequisites

MKTG 2430-Introduction to Marketing or equivalent with a minimum C-

Co-Requisites

Recommended Requisites

Exclusion Requisites

MKTG 4491-Business-to-Business Marketing

BBUS 4490-Business-to-Business Marketing

BBUS 4491-Business-to-Business Marketing

Texts/Materials

Textbooks

1. **Required** Vitale, Robert, Waldemar Pfoertsch, and Joseph Giglierano. *Business to Business Marketing* Pearson, 2011

Student Evaluation

The Course grade is based on the following course evaluations.

Quizzes 0-10%

Participation/attendance 5-10%

Term tests 20-50%

Case studies/research projects/assignments 10-20%

Major project/B2B plan 15-30% Final exam 20-40%

Term tests and the final exam must not make up more than 70% of evaluation and group work must not make up more than 50%.

Course Topics

1. Introduction to Business-to-Business Marketing

- The marketing mix
 - Further differences between business marketing and consumer marketing
 - Examination of value
 - Misunderstanding of value and value chain concepts
 - Trends and changes in business marketing
2. Business-to-Business Environment: Customers, Organizations, and Markets
 - Types of organizational customers
 - Classifying the business-to-business market environment
 - Value networks and supply chain
 - Changes in the market over time
 3. Organizational Buying and Buyer Behavior
 3. Organizational Buying and Buyer Behavior
 - Nature of buying
 - Organizational buyers' decision process
 - Examples of buying processes
 - Organizational influences
 - Interpersonal and individual influences
 - Variability of rational buying decisions
 4. Legal and Regulatory Environment
 - Business regulation in a free market
 - Legislative acts affecting marketing
 - Business legislation issues
 - Substantiality test
 - Intellectual property
 - Confidentiality agreements
 5. Concepts and Context of Business Strategy
 - Strategy and key concepts
 - Tools for designing strategy
 - Entrepreneurial approach to strategy
 6. Market Research and Competitive Analysis
 - Market research fundamentals
 - Implications of types of decision support
 - Designing the research
 - Practical advice for performing market research in business-to-business markets
 - Competitive analysis
 7. Segmenting, Targeting, and Positioning
 - Segmentation in the context of business-to-business markets
 - Choosing target markets in the context of business-to-business markets
 - Positioning in the context of business-to-business markets
 8. Developing the Product, Service, and Value of the Offering
 - Product life-cycle in B-to-B markets
 - New product development process (NPD) and the role of marketing
 - Risk of new product failures
 - Make-or-buy decisions
 9. Innovation and Competitiveness

- Marketing entrepreneurially
- Competing through innovation

10. Pricing in Business-to-Business Marketing

- Pricing basics
 - Relevant costs
 - Managing price as part of marketing strategy
 - Managing pricing tactics
 - Pricing implementation
- Pricing and changing business environment

11. Business Development and Planning

- Forecasting markets
- Managing products through product life cycle
- Organizing to manage simultaneous product life cycles

- 12. Business-to-Business Sales Development and Managing the Customer Relationship Nature of sales and sellers
 - Role of sales in the modern organization
 - Mutual needs of buyers and sellers
 - Structure of selling
- Direct sales forces
Manufacturers' representatives

13. Business-to-Business Branding Creating and Fostering the Brand

- Holistic branding
- Branding dimensions
- Measuring equity and value
- Competing through branding
- Building a strong brand

14. Channel Relationships and Supply Chains

- Rationale for marketing channels
 - Marketing channels deliver value
 - Elevation of business logistics management to supply chain management
 - Channel design
 - Distribution and product-life-cycle
 - Managing channels of distribution
- Channels and the Internet

15. Communicating with the Market

- Communication model
- Elements of promotional mix
- Promotional methods in business-to-business markets
- Public relations, trade shows, conferences and corporate positioning
- Internet communications in business-to-business market

16. Business Ethics and Crisis Management

- Ethical issues and the marketing concept
- Societal marketing concept
- Clash of ethical standards
- Individual ethical behavior
- Crisis management

Methods for Prior Learning Assessment and Recognition

As per TRU Policy

Last Action Taken

Implement by Submission Preview Subcommittee Chair Joanne (Retired) Moores

Current Date: 29-Oct-20