

Standard Course Outline
MKTG 465
Business To Business Marketing

1. General Information:

Units: 3 credits

Prerequisites: MKTG300, IS301

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2. Catalog Description:

Focus on business, government, and institutional markets. Comparison with consumer marketing. Analysis of business products/services and domestic/international marketing strategy. Emphasis on relationship management, supply chain and channel management, product/service innovation, brand equity, trade shows and personal selling. Letter grade only (A-F).

3. Curriculum Justification:

The curriculum is designed to teach those marketing activities that enable a company to understand, create, and deliver value to businesses, governments, and institutional customers. For *critical thinking skills*, the course focuses on business-to-business marketing strategies by identifying the distinctive characteristics of the business market, exploring the ways in which organizations make buying decisions, and isolating the requirements for marketing strategy success through examining the interrelationships among different *business functions*. The course also addresses the development of *ethical* decision making and *communication skills* through team projects on successful business marketing firms.

4. Course Objectives:

- **Critical Thinking:** To facilitate the student's ability to critically analyze buying behavior in all sectors of the business market – commercial enterprises, governments, and institutions.
- **Business Functions:** To develop the student's ability to manage a firm's marketing efforts directed to the business market.
- **Team & Interpersonal Skills:** To demonstrate the importance of teamwork to the ability of business-to-business firms to be innovative and competitive; and to enhance the student's interpersonal, team building skills.

5. Outline of Subject Matter:

Following is a listing of the subject matter that **must** be covered in the course. It does not preclude other topics that are part of the Business to Business Marketing area. The list is flexible enough to allow individual instructors to emphasize not just the core subjects but to also place emphasis on particular areas of interest, knowledge and expertise to the instructor.

	Topics
1	Introduction to business to business marketing
2	Business marketing planning
3	Organizational buying behavior
4	Business relationship management
5	Business market segmentation and targeting strategies
6	Managing business products/services and innovation
7	Managing pricing strategy for business markets
8	Managing supply chains and business marketing channels
9	Business marketing communications – personal selling and trade shows
10	Global business marketing strategies
11	Performance measurement of business marketing strategies

6. Methods of Instructions:

There must be at least one major project in the course, typically done by project teams.

- The group project should revolve around a business company where students work in teams to apply what they have learned in class. Students may develop a marketing plan for a specific business product/service or provide marketing solutions (4Ps) for a product/service in a business firm.

Additional active learning tasks that can also be used in the course include:

- Participation (in-class) exercises that involve group work.
- Written group assignments
- Case analyses
- Simulations

Examinations preferably use short answer questions, essays, and must require some form of application, critical thinking, and / or integrations of concepts. Multiple-choice questions should be less than 50% of the total exam points. If multiple-choice questions are used, they should predominantly focus on concept and technique application, not simple recall or recognition.

There is no standardized textbook for MKTG 465. Any text that covers the required topics listed above may be utilized. Some examples of the appropriate texts include:

- Hutt & Speh, Latest ed., Business Marketing Management: B2B, Thomson
- Anderson, Narus and Narayandas, Latest ed., Business Market Management, Prentice Hall.

7. Instructional Policies¹:

- Grading Policy:
 - Final course grades shall be based on at least three (3), and preferably four (4) or more, demonstrations of competence by the student. In no case shall the

¹ Please refer to the University website for the latest policy.

grade on any single demonstration of competence count for more than one-third of the final course grade. See academic senate policy

(http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2005/07/)

- Policy on Classroom Behavior:
 - All cell phones & other electronic devices (e.g., pagers, iPads, iPods, PDAs) must be put on vibrate or turned off and not on your desk during class.
 - Students are responsible for what transpired if they miss a class. It is the student's responsibility to contact the instructor or a classmate to determine what was missed. See "Policy on Make-up Exam and Assignments" below.
 - Talking and other disruptive behavior are not permitted while classes are in session.
 - Students are expected and must do ORIGINAL work for all assignments, including exams. See "Academic Integrity" policy below.
 - It is the student's responsibility to notify the professor in advance of a need for accommodation of a disability that has been verified by the University.
- Policies on Withdrawal, Late Withdrawals, and Incompletes:
 - The University policy on dropping and withdrawal from classes is set forth in the schedule of classes. Students are obligated to officially withdraw from their courses even though they may not have attended. Withdrawals require the signature of the instructor, the chairperson, and the Dean of the CBA.
- Academic Integrity:
 - Students are expected to do original work for all assignments, including exams. Students are responsible for their own conduct and all cases of dishonesty (e.g., plagiarism, cheating) will be reported to the proper university officials. Students are expected to adhere to CBA (<http://www.csulb.edu/colleges/cba/dean/academic-integrity/>) and University policies regarding Academic Integrity (http://www.csulb.edu/divisions/aa/grad_undergrad/senate/documents/policy/2008/02/). Please avoid an embarrassing or unfortunate situation.
- Campus Computer/Network Usage:
 - Careful and ethical use of computing resources is the responsibility of every user. As a user of these resources, you agree to be subject to the guidelines of the "Policy Governing Access to and Use of CSULB Computing Resources". These guidelines apply to all computing resources provided by the University; some guidelines are more directly related to time sharing systems, some to microcomputers and local area networks, and some to all systems.
- Disabilities:
 - Students with disabilities are responsible for notifying their instructor as early as possible of their needs for an accommodation of a verified disability. A student with a disability is urged to consult with Disabled Student Services as soon as possible in order to identify possible accommodations to enhance academic success.