

Standard Course Outline

MKTG 465 Business to Business Marketing

I. General Information

- ♦ Course number: MKTG 465
- ♦ Title: Business to Business Marketing
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 300, IS 301 (IS 301 waived for Marketing minors)
- ♦ Course Coordinator: Dr. Tianjiao Qiu, Dr. Praveen Soni
- ♦ Date prepared/revised: 04/2020

II. Catalog Description

Focus on business, government, and institutional markets. Comparison with consumer marketing. Analysis of business product/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).

III. Curriculum Justification(s)

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.

IV. 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.

V. 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

VI. Methods of Instruction

A. Instruction Mode

- Traditional
- Hybrid
- Local Online
- Distance Education

B. Classroom Activities

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.

VII. Information about Textbooks/Readings

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.

VIII. Instructional Policies Requirements

A. 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 grade on any single demonstration of competence count for more than one-third of the final course grade.
- 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.
- See [Academic Senate Policy Statement 12-03: Final Course Grades, Grading Procedures, and Final Assessments](#).

B. 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.
- See also [Department of Marketing Classroom and Online Conduct Policies](#).

C. 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 COB.

D. 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 the [College of Business policy on academic integrity](#) and the University's [Academic Senate Policy Statement 08-02: Cheating and Plagiarism](#). Please avoid an embarrassing or unfortunate situation.

E. 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.

IX. Disabilities:

The [Bob Murphy Access Center](#) (BMAC) provides certification for students with disabilities and helps arrange relevant accommodations. Any student requesting academic accommodations based on a disability is strongly encouraged to register with Disabled Student Services (BMAC) each semester. A letter of verification for approved accommodations can be obtained from BMAC. Please be sure to provide your instructor with BMAC verification of accommodations as early in the semester as possible. The phone number for BMAC is (562) 985 5401. The email address is: amac@csulb.edu.

X. Assistive Technology

In compliance with [Accessibility and Faculty Responsibility for the Selection of Instructional Materials \(PS 08-11\)](#), instructors are responsible for ensuring that their syllabi and instructional materials are accessible to all students.

XI. Consistency of SCO Standards across Sections

All future syllabi will conform to the SCO. The course coordinator should review the SCO and offer advice and/or materials to faculty member new to teaching the course. The



course coordinator may offer or require regular review of instructors' course materials as well as anonymous samples of student work.

XII. Additional Resources for Development of Syllabi

- [Academic Senate Policy 11-07: Course Syllabi and Standard Course Outlines](#)
- College of Business [Accessible Syllabus Template](#)
- Faculty Center [Course and Syllabus Design](#)