

Standard Course Outline

MKTG 628 Seminar in Business-to-Business Marketing

I. General Information

- ♦ Course number: MKTG 628
- ♦ Title: Seminar in Business-to-Business Marketing
- ♦ Units: 3 credits
- ♦ Prerequisites: MKTG 500
- ♦ Course Coordinator: MSM Faculty
- ♦ Date prepared/revised: October 2020

II. Catalog Description

Marketing activities that enable a supplier company to create, communicate, and deliver value to other companies, governments and/or institutional customers. Focus on the distinctive characteristics of the business market and examine the role of R&D, service management, sales management, channel management, customer relationship management and ethics, etc. in B2B decision-making. Letter grade only (A-F).

III. Curriculum Justification(s)

Industrial markets are characterized by products with heavy technical content, high levels of service and complex financial arrangements. A majority part of GNP comes from the marketing of industrial products. Business relationship between suppliers and customers is of a different nature than the relationship observed in consumer markets. Consequently, it is important to become familiar with industrial marketing strategies and the unique and unusual issues which one firm encounters when marketing to organizations rather than to households or individual consumers.

IV. Course Objectives, Student Learning Outcomes, Evaluation Instruments, and Instructional Strategies for Skill Development

- Understand the unique marketing challenges facing a B2B marketer.
- Integrate marketing knowledge in relation to R&D management, channel management, sales management, and service management.
- Learn various analytical tools in B2B decision-making process.
- Analyze B2B marketing models, particularly customer life-time value and B2B marketing metrics.
- **Critical Thinking** - Apply various analytical tools in B2B decision-making process and execute a comprehensive B2B marketing plan.

- **Ethics** - Evaluate ethical decision-making in relation to B2B marketing relationship management and marketing strategies.

V. Outline of Subject Matter

This is a listing of topics that should be covered in this course. Due to the dynamic nature of the topic area, this list will change frequently to include new and emerging topics and to delete ones rendered no longer as important. This list does not preclude other topics that are part of Business-to-Business Marketing or the depth of some topics. Multiple-choice exams are not allowed. All written individual and team assignments must be submitted through plagiarism detection software programs such as Turnitin.

1. Introduction to B2B Marketing
2. Differentiation Strategies in a B2B Market
3. Customer Relationship Management
4. R&D Strategies in a B2B Market
5. Service Management in a B2B Market
6. Sales Force Design and Management
7. Marketing Channel Management
8. Business to Business E-Marketplaces
9. Pricing Strategies in a B2B Market
10. Marketing Communication in a B2B Market
11. Performance Evaluation in a B2B Market
12. Ethics in B2B Marketing

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. The project should require students to generate ideas that are readily implemented by their clients.

Additional Active Learning tasks that can also be used in the course include:

- Individual participation in and discussions of weekly topics.
- Case discussions that include Harvard, Stanford, Ivey, and other advanced cases for master level courses,



- A competitive simulation such as “INDUSTRAT”: The Strategic Industrial Marketing Simulation”

C. Extent and Nature of Technology Use:

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.

VII. Information about Textbooks/Readings

Due to the dynamic nature of the subject matter, course materials are based on the most current and available pertinent readings.

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.

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: bmac@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](#)