

GUJARAT TECHNOLOGICAL UNIVERSITY

MASTER OF BUSINESS ADMINISTRATION

Year – 2 (Semester – IV) (W.E.F. Academic Year 2018-19)

Specialization: Elective

Subject Name: B2B Marketing

Subject Code: 3549281

1. Learning Outcome:

- Insights in to the dynamic nature of the business marketing environment and the basic similarities and differences between consumer-goods marketing and business marketing.
- Detailed understanding of organizational buying process across various types of organizations.
- Familiarization with the critical success factors in marketing products or services to business customers.

2. Course Duration: The course duration is of **36 sessions of 75 minutes** each.

3. Course Contents:

Module No.	Modules / Sub-Modules	No. of Sessions	70 Marks (External Evaluation)
I	<p>Introduction to B2B Marketing:</p> <ul style="list-style-type: none"> • Business marketing • Business market customers • Characteristics of business markets • Organizational buying and buying behaviour • The buying process • Strategic role of marketing <p>Organizational markets of India:</p> <ul style="list-style-type: none"> • Organizational and business markets • Government as a customer • Commercial enterprises • Commercial and institutional customers 	9	17
II	<p>Segmenting business markets</p> <p>Managing innovation for business markets:</p> <ul style="list-style-type: none"> • Management of Innovation • Managing technology 	9	18

	<ul style="list-style-type: none"> • Determinants of new product performance <p>Product strategy:</p> <ul style="list-style-type: none"> • Product policy • Industrial product strategy • Technology adoption • Building B2B brands • Holistic brand management <p>Managing service for business markets:</p> <ul style="list-style-type: none"> • Understanding the customer experience • Delivering effective customer solutions • Pre and post sales service 		
III	<p>Pricing in B2B marketing:</p> <ul style="list-style-type: none"> • Pricing process • Competitive bidding • Pricing of new products <p>Managing marketing communications for business markets:</p> <ul style="list-style-type: none"> • B2B Advertising • Digital marketing • Trade shows, exhibitions, business meets • Managing the sales force <ul style="list-style-type: none"> ○ Managing the sales force ○ Deployment analysis <p>Managing Channels:</p> <ul style="list-style-type: none"> • Business marketing channels and participants • Channel design and management decisions • E-commerce for business marketing channels • Market logistics decisions • B2B logistics management 	9	18
IV	<p>Customer care for business markets:</p> <ul style="list-style-type: none"> • Total delivered value • Relationship marketing and CRM • Customer Value Management <p>Marketing of Projects:</p> <ul style="list-style-type: none"> • Characteristics of project management • Competitive bidding for projects • PPP Projects <p>Implementation of marketing strategy:</p>	9	17

	<ul style="list-style-type: none"> • Successful strategy implementation and the strategy-implementation fit. • Building a customer driven organization • Strategy map <p>Ethical issues in B2B Marketing.</p>		
V	<p>Practical:</p> <ul style="list-style-type: none"> • At a small organization of a personal acquaintance <ul style="list-style-type: none"> ○ The students should study the buying process that they adopt while purchasing for business. ○ How they prepare quotes for business clients. • Students should study the conditions and technicalities mentioned in the tender invitations. 	---	(30 marks CEC)

4. Teaching Methods:

The course will use the following pedagogical tools:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following elements:

A	Continuous Evaluation Component comprising of Projects / Assignments / Quiz / Class Participation / Class test / Presentation on specific topic etc.	(Internal Assessment- 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh	B2B Marketing: A South Asian Perspective	Cengage	2014, 11 th ed.
2	Sharad Sarin	Business Marketing: Concepts and Cases	McGraw Hill	2013, 1 st ed.
3	Tom McMakin, Doug Fletcher	How Clients Buy: A Practical Guide to Business Development for Consulting and	Wiley	

		Professional Services		
4	James C. Anderson, Das Narayandas, James A. Narus and D.V.R. Seshadri	Business Market Management (B2B): Understanding, Creating, and Delivering Value	Pearson	2010, 3 rd ed.
5	Robert Vitale, WaldemarPfoertsch, Joseph Giglierano	Business to Business Marketing	Pearson	2011
6	Krishna K Havaldar	Business Marketing: Text and Cases	McGraw Hill	2014, 4 th ed.

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals/Periodicals/Magazines/Newspapers, etc.

1. Journal of Business and Industrial Marketing
2. Indian Journal of Marketing
3. Journal of Business Strategy
4. Progressive Grocer – Magazine