



# GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Master of Business Administration (Part-Time), 5<sup>th</sup> Semester

Subject Class: Functional Elective

Subject Name: Business to Business Marketing (B2B Marketing)

Subject Code: 4559983

With effective  
from academic  
year 2018-19

## 1. Learning Outcome:

Learning Outcome Component	Learning Outcome(Learner will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> <li>• <i>Develop</i> an understanding of the typicality involved in marketing products and services to various types of business organizations.</li> </ul>
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> <li>• <i>Analyse</i> the firm's external environment, competitive environment, and opportunities available.</li> </ul>
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> <li>• <i>Distinguish</i> the differences that exist across various economies and cultures.</li> <li>• <i>Formulate</i> various strategies for expansion of the business at global level.</li> </ul>
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> <li>• <i>Adapt</i> the business objectives and practices and align them with a larger social objective of inclusive growth.</li> </ul>
Effective Communication (EC)	<ul style="list-style-type: none"> <li>• <i>Develop</i> highly effective communication skills required to manage all stakeholders across the organization.</li> </ul>
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> <li>• <i>Develop</i> and demonstrate abilities to work with the team and lead them to achieve business goals.</li> </ul>

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

## 3. Course Contents:

Module No.	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p><b>Introduction to B2B Marketing:</b></p> <ul style="list-style-type: none"> <li>• Business marketing</li> <li>• Business market customers</li> <li>• Characteristics of business markets</li> <li>• Organizational buying and buying behaviour</li> <li>• The buying process</li> </ul> <p><b>Organizational markets of India:</b></p> <ul style="list-style-type: none"> <li>• Organizational and business markets</li> <li>• Government as a customer</li> <li>• Commercial enterprises</li> <li>• Commercial and institutional customers</li> </ul>	10	17
II	<p><b>Segmenting business markets</b></p> <p><b>Business marketing planning:</b></p> <ul style="list-style-type: none"> <li>• Strategic role of marketing</li> <li>• Components of a business model</li> </ul> <p><b>Product strategy:</b></p> <ul style="list-style-type: none"> <li>• Product policy</li> </ul>	10	18



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	<ul style="list-style-type: none"> <li>• Industrial product strategy</li> <li>• Technology adoption</li> <li>• Building B2B brands</li> <li>• Product support strategy</li> </ul> <p><b>Managing innovation and NPD:</b></p> <ul style="list-style-type: none"> <li>• Management of Innovation</li> <li>• Managing technology</li> <li>• Determinants of new product performance</li> </ul>		
<b>III</b>	<p><b>Managing service for business markets:</b></p> <ul style="list-style-type: none"> <li>• Understanding the customer experience</li> <li>• Delivering effective customer solutions</li> <li>• Marketing of solutions</li> </ul> <p><b>Pricing in B2B marketing:</b></p> <ul style="list-style-type: none"> <li>• Pricing process</li> <li>• Competitive bidding</li> </ul> <p><b>Managing marketing communications for business markets:</b></p> <ul style="list-style-type: none"> <li>• B2B Advertising</li> <li>• Digital marketing</li> <li>• Trade shows, exhibitions, business meets</li> <li>• Managing the sales force               <ul style="list-style-type: none"> <li>○ Deployment analysis</li> </ul> </li> </ul>	10	18
<b>IV</b>	<p><b>Managing Channels:</b></p> <ul style="list-style-type: none"> <li>• Business marketing channels and participants</li> <li>• Channel design and management decisions</li> <li>• E-commerce for business marketing channels</li> <li>• Market logistics decisions</li> <li>• B2B logistics management</li> </ul> <p><b>Marketing of Projects:</b></p> <ul style="list-style-type: none"> <li>• Characteristics of project management</li> <li>• Competitive bidding for projects</li> <li>• PPP Projects</li> </ul> <p><b>Implementation of marketing strategy:</b></p> <ul style="list-style-type: none"> <li>• Successful strategy implementation and the strategy-implementation fit.</li> <li>• Building a customer driven organization</li> </ul>	10	17



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

#### 4. Pedagogy:

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

#### 5. Evaluation:

Students shall be evaluated on the following components:

A	<b>Internal Evaluation</b>	<b>(Internal Assessment- 50 Marks)</b>
	<ul style="list-style-type: none"> <li>Continuous Evaluation Component</li> </ul>	30 marks
	<ul style="list-style-type: none"> <li>Class Presence &amp; Participation</li> </ul>	10 marks
	<ul style="list-style-type: none"> <li>Quiz</li> </ul>	10 marks
B	<b>Mid-Semester examination</b>	<b>(Internal Assessment-30 Marks)</b>
C	<b>End –Semester Examination</b>	<b>(External Assessment-70 Marks)</b>

#### 6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh	B2B Marketing: A South Asian Perspective	Cengage	2014, 11 <sup>th</sup> ed.
2	Sharad Sarin	Business Marketing: Concepts and Cases	McGraw Hill	2013, 1 <sup>st</sup> ed.
3	Tom McMakin, Doug Fletcher	How Clients Buy: A Practical Guide to Business Development for Consulting and Professional Services	Wiley	
4	James C. Anderson, Das Narayandas, James A. Narus and	Business Market Management (B2B): Understanding,	Pearson	2010, 3 <sup>rd</sup> ed.



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	D.V.R. Seshadri	Creating, and Delivering Value		
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 <sup>th</sup> 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 / Web resources etc.

1. Journal of Business to Business Marketing
2. Journal of Business Market Management
3. Journal of Business & Industrial Marketing
4. International Journal of Business Marketing and Management
5. B2B Marketing – Magazine
6. <https://www.smartbugmedia.com/blog/50-inbound-marketing-resources-every-b2b-marketer-should-subscribe-to-in-2019>