



GUJARAT TECHNOLOGICAL UNIVERSITY
Syllabus for Master of Business Administration (Part Time), 4th Semester
Specialization: Marketing Management
Subject Name: Businesses to Business Marketing
Subject Code: 5549924

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Illustrate</i> the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Recommend</i> B2B marketing strategies to a specific B2B marketer for achieving specified objectives.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Explain</i> the influence of culture on B2B negotiations across different nations.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Recommend</i> socially responsible practices during NPD customer service in B2B marketing.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Design</i> an integrated marketing communications plan for promoting B2B products or services. • <i>Create</i> and present a sales pitch for a defined B2B negotiation.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Develop</i> a business marketing plan for a real local company that mainly targets business customers.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 5549924	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Illustrate</i> the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.	3	3	1	1	1	-	-	2	2
LO2: <i>Recommend</i> B2B marketing strategies to a specific B2B marketer for achieving specified objectives.	2	3	2	2	-	1	1	1	1
LO3: <i>Explain</i> the influence of culture on B2B negotiations across different nations.	-	-	-	2	3	1	1	2	-
LO4: <i>Recommend</i> socially responsible practices during NPD customer service in B2B marketing.	2	1	-	2	1	-	3	2	1
LO5: <i>Design</i> an integrated marketing communications plan for promoting B2B products or services.	3	1	-	3	-	3	1	3	1
LO6: <i>Create</i> and present a sales pitch for a defined B2B negotiation.	1	2	-	3	-	3	-	3	1
LO7: <i>Develop</i> a business	3	3	-	3	1	3	-	3	1



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marketing plan for a real local company that mainly targets business customers.									
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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>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 <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 	10	17
II	<p>Segmenting business markets</p> <p>Business marketing planning:</p> <ul style="list-style-type: none"> • Strategic role of marketing • Components of a business model <p>Product strategy:</p> <ul style="list-style-type: none"> • Product policy • Industrial product strategy • Technology adoption • Building B2B brands • Product support strategy <p>Managing innovation and NPD:</p> <ul style="list-style-type: none"> • Management of Innovation • Managing technology • Determinants of new product performance 	10	18
III	<p>Managing service for business markets:</p> <ul style="list-style-type: none"> • Understanding the customer experience • Delivering effective customer solutions • Marketing of solutions <p>Pricing in B2B marketing:</p> <ul style="list-style-type: none"> • Pricing process • Competitive bidding <p>Managing marketing communications for business markets:</p> <ul style="list-style-type: none"> • B2B Advertising • Digital marketing • Trade shows, exhibitions, business meets 	10	18



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	<ul style="list-style-type: none"> • Managing the sales force <ul style="list-style-type: none"> ○ Deployment analysis 		
IV	<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 <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> <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>	10	17
V	<p>Practical:</p> <ul style="list-style-type: none"> • In their own organization <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. 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:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	• Continuous Evaluation Component	30 marks
	• Class Presence & Participation	10 marks
	• Quiz	10 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 / Edition
1	Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh	B2B Marketing: A South Asian Perspective	Cengage	2014, 11 th ed.



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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 Professional Services	Wiley	
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, Waldemar Pfoertsch, 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 / 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>