



GUJARAT TECHNOLOGICAL UNIVERSITY

Program Name: Master of Business Administration

Level: PG

Course / Subject Code: MB04092071

Course / Subject Name : B2B Marketing

w. e. f. Academic Year:	2025-26
Semester:	4
Category of the Course:	Interdisciplinary Elective (Minor 2)

Prerequisite:	Any Graduate
Rationale:	A business to business marketer confronts very different opportunities and challenges as compared to other marketing categories. This course provides the students with a holistic understanding -strategic and operational- of business to business marketing while delineating its differences to consumer based marketing.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level
01	<i>Illustrate</i> the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behavior	Remember. Understanding
02	<i>Recommend</i> B2B marketing strategies to a specific B2B marketer for achieving specified objectives	Analyse, Evaluate
03	<i>Design</i> an integrated marketing communications plan, pricing strategies for B2B products and managing services	Analyse, Evaluate, Create
04	<i>Interpret</i> the distribution strategies and marketing strategy implementation for B2B marketing	Understanding, Application
05	<i>Recommend</i> socially responsible practices during NPD customer service in B2Bmarketing	Analyse, Evaluate

*Revised Bloom's Taxonomy (RBT)

Teaching and Examination Scheme:

Teaching Scheme (in Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Tutorial / Practical		
				ESE (E)	PA / CA (M)	PA/CA (I)	ESE (V)	
3	1	0	4	70	30	50	0	150

Course Content:

Unit No.	Content	No. of Hours	% of Weightage
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1.	<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 	11	25
2.	<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 	11	25
3.	<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 • Managing the sales force 	11	20
4.	<p>Managing Channels:</p> <ul style="list-style-type: none"> • Business marketing channels and participants 	12	25



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	<ul style="list-style-type: none"> • 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 • Ethical issues in B2B Marketing. 		
5.	<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. 	15	CEC
Total		60	100

Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
10	10	30	20	20	10

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) 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 P foertsch, 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.

(b) Open source software and website:

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>

CO- PO Mapping:

Semester 4	Subject Name: B2B Marketing				
	POs				
Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1	3	2	0	0	1
CO2	1	3	1	2	1
CO3	3	1	1	1	1
CO4	3	1	0	2	1
CO5	1	1	1	1	1

Legend: '3' for high, '2' for medium, '1' for low and '-' for no correlation of each CO with PO.

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