

# **MKT 350**

## **Business-to-Business Marketing**

### **Spring Semester, 2003**

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#### **COURSE OBJECTIVES**

- To facilitate your understanding of the nature, structure, and distinguishing characteristics of the industrial or business-to-business market.
- To provide a framework for understanding and analyzing organizational buying behavior in all sectors of the business market--commercial enterprises, government, and institutions.
- To demonstrate the importance of teamwork to the ability of business-to-business firms to be innovative and competitive; and to enhance your interpersonal, team building skills.
- To enhance your ability in applying demand analysis and segmentation techniques in the business market.
- To develop your ability for managing a firm's marketing efforts directed to the business market; specifically, the course should provide a framework for understanding business marketing strategy development and, thereby, provide you with decision-making capabilities in the field.
- To make learning this material an enjoyable experience.

#### **COURSE STRUCTURE**

The course will use a seminar format as opposed to a lecture. In other words, class participation is very important, and you are expected to come to class prepared to discuss the day's topics. In addition to class participation, grading will be based on your performance on the examinations and case-related assignments that are more fully explained below.

#### **READINGS**

- Textbook: *Business Marketing Management*, 7th Edition, by Hutt and Speh
- Various readings handouts (e.g., business press articles)

## GRADING

Grading will be done on a straight 100-90%, 89-80%, 79-70%, 69-60%, below 60% scale, with each level corresponding to letter grades A, B, C, D and F. Only under unusual circumstances will a curve be applied to this scale. A total possible 1000 points can be earned toward your final course grade through the proper completion of three exams, one group case analysis, four memo/assignments, and class participation. The distribution of these points is based on the following:

<b>3 Examinations</b> (@ 200 points each)	<b>600 points</b>
<b>1 Comprehensive Case Analysis</b> (Group Project)	<b>200 points</b>
<b>4 Memo/Assignments</b> (@ 35 points each)	<b>140 points</b>
<b>Class Participation/In-Class Activities</b>	<b>60 points</b>
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<b>TOTAL</b>	<b>1000 points</b>

## EXAMINATIONS

There will be three exams, each of which will cover material assigned in the book and presented in the lectures. The format will be a combination of multiple choice and short answer and essay type questions.

## CLASS PARTICIPATION

The extent to which the objectives of this course are accomplished will largely depend on the quality of class discussion. Consequently, you are expected to attend class and to be prepared to contribute to class discussion by having completed the reading assignment. Note that participation points are not automatic, they must be earned.

In addition, we will engage in a variety of in-class activities, the participation of which will count toward class participation. Many of these activities will be team-building type exercises in order to enhance your team building skills.

## **MEMOS**

Throughout the semester, four memo exercises will be assigned. Specific instructions for each memo exercise will be provided about one week before the due date. In general, these exercises will involve reading a short case and then writing up a 1-page memo in response to a specific issue. All memos must be typed or printed, and single-spaced with an appropriate memo heading (if applicable).

## **BIG CASE ANALYSIS**

Each student will be assigned to a 3 or 4-member group, which must analyze, write-up and orally present a big, comprehensive case. The case write-ups should be 8-12 pages in length, not counting exhibits, charts, or tables. If possible, exhibits, etc. should be incorporated into the body of the report. Writeups are to be typed or printed, and double-spaced, using one inch margins, and a “reasonable” font size (such as this syllabus’ font, which is 12 point, Times New Roman).

In the second to last week of the semester, each group will sign up for a time to orally present the case analysis. These oral presentations are expected to last 15 to 20 minutes and should be of professional quality. Groups should present a brief overview of the case, and then go over analysis and recommendations. All group members must share in the speaking; no exceptions allowed. Students must generate visual graphics using Microsoft PowerPoint. Note that these presentations will not be made in front of the entire class, but rather in front of the instructor and one other student group.

Each student group must engage in one team-building exercise of their choice (by an assigned date); and then report on the experience to class. Details on this to follow.

## **PEER EVALUATIONS**

Note that the case analysis is a *group project*, and thus every member of the group is expected to contribute equally. The group members will evaluate each other at the end of the semester as to the effort and contribution of each member. Your grade can be lowered if the majority of your group members feel that you did not contribute your fair share. Merely attending the group meetings is not enough -- you must contribute.

Also, keep in mind that when working in groups, personality conflicts can sometimes arise. If such a situation arises, you are encouraged to talk to me. Note, however, that the ultimate responsibility to solve these problems resides with the members of your group. I will only step in when extreme problems exist. One of the strengths of group projects is that it forces you to work and get along with others whom you probably did not know previously. Learning how to do this will help you tremendously in your soon-to-come responsibilities in the “real world.”

## MKT 350 SCHEDULE

DATE	TOPIC	ASSIGNMENT
Week 1 Jan 13, 15, 17	Ch 1 A Business Marketing Perspective Introduction to Teamwork	
Week 2 Jan 22, 24	Ch 2 The Business Market: Perspectives on the Organizational Buyer	
Week 3 Jan 27, 29, 31	Ch 3 Organizational Buying Behavior Ch 4 Relationship Strategies for Business Markets	<b>Memo #1 Due Friday 1/31</b>
Week 4 Feb 3, 5, 7	Ch 5 E-Commerce Strategies for Business Markets Ch 6 Supply Chain Management	
Week 5 Feb 10, 12, 14	<b>FIRST EXAMINATION ON Wednesday, February 12</b>	
Week 6 Feb 17, 19, 21	Ch 7 Segmenting the Business Market	<b>Memo #2 Due Friday 2/21</b>
Week 7 Feb 24, 26, 28	Ch 8 Organizational Demand Analysis	
Week 8 Mar 3, 5, 7	Ch 9 Business Marketing Planning: Strategic Perspectives	<b>Memo #3 Due Friday</b>
<b>Mar 10-14</b>	<b>!!! SPRING BREAK !!!</b>	
Week 9 Mar 17, 19, 21	Ch 10 Business Marketing Strategies for Global Markets Ch 11 Managing Products for Business Markets	
Week 10 Mar 24, 26, 28	<b>SECOND EXAMINATION on Friday, March 28</b>	
Week 11 Mar 29, Apr 2,4	Ch 12 Managing Innovation, and New Industrial Product Development	
Week 12 Apr 7, 9, 11	Ch 13 Managing Services for Business Markets Ch 14 Managing Business Marketing Channels	<b>Memo #4 Due Wednesday</b>
Week 13 Apr 14, 16, 18	Ch 15 Pricing Strategy for Business Markets	<b>Big Case to Be Assigned, Distributed.</b>
Week 14 Apr 21, 23, 25	Business Marketing Communications: Ch 16 Advertising and Sales Promotion Ch 17 Managing the Personal Selling Function	<b>Big Case Due at Time of Oral Presentation (Apr 24-25)</b>
Week 15 Apr 28,30, M 2	Ch 18 Controlling Business Marketing Strategies	
	<b>FINAL EXAMINATION – Tuesday, May 6, 8:30 - 10:15 am</b>	