



INTERNATIONAL MANAGEMENT INSTITUTE, BHUBANESWAR

Post Graduate Diploma in Management (PGDM)

Business to Business Marketing (Code:MK607)

Credit: Full (Three credits)

Session Duration: 60 Minutes

Term – V
ACADEMIC YEAR: 2020-2021
PGDM-2019-2021

Course Instructor	Dr. Amit Shrivastava
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Consulting hours	02:30 pm to 4:30 pm (Only if available)

Course Introduction:

This course is based on the theoretical framework of the fundamentals of marketing. The commonality includes market segmentation, research, buyer behavior and sales management, yet there are numerous differences which justifies this course. Of late, the scope of the internet widened which has intertwined the functions such as sales, marketing, buyer-seller relationship and influenced the buyer behavior in Business Marketing too hence it is imperative to understand the business marketing nuances.

The course would help student explain the contrast between business and consumer markets. The course will build understanding in the area of different functions of industrial marketing, organizational buyer behavior and enable students to apply the theoretical framework in developing a marketing mix in a business market, managing customer relationships, sales and sales management. This course will examine marketing strategies that will result in achieving sales objectives and stable profitable relationships essential to continuity of commercial success of the

organizations. The course will use case discussion, situation deliberation, class-room discussion and videos.

Learning Outcomes:

#	Learning Outcomes
LO1	To be able to understand the nature of business markets
LO2	To be able to apply the fundamentals of marketing in B2B Marketing context
LO3	To be able to evaluate the sales function in Business to Business context
LO4	To be able to understand the role of technology and e-commerce tactics in business markets
LO5	To be able to analyze strategic issues of business marketing

Pedagogy:

The course will help students develop an appreciation of Business to Business Marketing through case discussion, situation deliberation, class-room discussion and videos.

Course readings:

- a. Hutt, M. D., Sharma, D., & Speh, T. W. (2014). *B2B Marketing A South Asian Perspective* (11th ed.). Delhi: Cengage Learning.
- b. Reeder, R. R., Brierty, E. G., & Reeder, B. H. (2013). *Industrial Marketing: Analysis, Planning and Control* (2nd ed.). New Delhi: PHI Learning Private Limited.

Evaluation criteria:

Evaluation Component	Learning Outcomes	Weightage
Quiz (Announced or Surprise) - 3 in number, each of 15% weightage. (Best two will be considered)	LO1-LO4	30 %
Class participation in the form of individual exercises/answers of case questions etc.	LO1-LO5	10 %

Group Assignment	Either of LO1, LO2, LO3 and LO4 or combination of two.	20 %
End term Examination	LO2-LO5	40 %

Group Assignment Evaluation Rubric

Criterion	4 Marks	3 Marks	2 Marks	1 Mark
Effort	Produced additional resources for the group exercise; extraordinary effort demonstrated	Fully prepared; completed all agreed tasks; competent, but not extraordinary	Minimal preparation; superficial knowledge of resources; minimal effort	Little or no evidence of preparation; no effort shown
Quality of submission	Work is complete, well organized, has no errors and is done on time or early.	Work is generally complete, meets the requirements of the task, and is mostly done on time.	Work tends to be disorderly, incomplete, not accurate, and is usually late.	Work is generally sloppy and incomplete, has excessive errors and is mostly late or not at all.
Organization	The speech has a clear introduction that catches the attention effectively and is connected to the whole; effective transitions recap each main point; the conclusion effectively summarizes the speech and is related to the whole	The introduction and conclusion are clear and somewhat related to the whole	The introduction and conclusion may be ineffective and not related to the whole; the logical plan must be inferred	No attempt has been made to compose an effective introduction or conclusion; there is no logical plan to the speech

Quizzes

There will be three quizzes. It could be announced or surprise quizzes. The question types of quizzes will be MCQ, fill in the blank, and/or true/false.

Group Assignment

Every group of students will be given a situation or an exercise. They will be required to do either a combine internet exercise or group exercise as the case may be. They will have to submit their

standpoint or understanding in not more than 2000 words and also discuss the same in not more than 10 minutes. Any student from their respective group will be asked to discuss on their topic or exercise in the presence of the entire batch.

Session plan:

#	Topic	Learning outcomes	Readings
1-2	Course Overview Introduction to Business Marketing, Scope of Business Marketing	LO1, LO2	Ch. 1 from book a. and Ch. 1 & 2 from book b. Article in class Discussion: The Invisible Hand
3-4	Guiding principles in B2B marketing, Comparisons and contrast between B2B and B2C marketing.	LO1, LO2	Ch. 1 from book a. and Ch. 1 & 2 from book b. Industrial and institutional products Article from HBR: What is Industrial marketing
5-8	Designing Business Marketing Strategy	LO1, LO2 LO4, LO5	Ch. 5 & 6 from book a. and Ch. 6 from book b. <i>Article from HBR: The B2B Elements of Value</i> <i>Case Discussion: Colombina S.A.: Entering the Ice-Cream Market</i>
9 - 11	Firms as customers Organizational Buyers' Decision Process Organizational Buying Models Role of various influencers	LO2, LO4	<i>Ch. 2 & 3 from book a. and Ch. 4 & 5 from book b.</i> <i>Research Articles:</i> <i>The B2B Customers Buying Behavior</i> <i>From Transactions to journeys and beyond: The</i>

			<i>Evolution of B2B buying process modeling</i>
12 - 14	Assessing business markets, Segmentation, Targeting & Positioning in Business markets	LO1, LO2 & LO5	Ch. 4 from book a. and Ch. 7 & 8 from book b. <i>HBR Article</i> <i>How to Segment Industrial Markets</i> <i>Segmenting Customers in Mature Industrial Markets: An Application</i> <i>HBR Case Discussion: Cambridge Software Corporation</i>
15 – 16	Branding in B2B, Product Strategy Managing Innovation and New Product Development	LO2, LO 4 & LO5	Ch. 7 & 8 from book a. and Ch. 9 & 10 from book b. <i>HBR Article: B2B Branding: A financial burden on shareholder?</i>
17-19	Pricing in B2B marketing Creating customer value Pricing Decision Analysis	LO2, LO3 & LO5	Ch. 12 from book a. and Ch. 16 & 17 from book b.
20-21	Business Channel management E-commerce in B2B Supply Chain Management The strategic role of logistics	LO2, LO3 & LO5	Ch. 9 & 10 from book a. and Ch. 11 & 12 from book b.

22-24	Managing the personal selling function Deployment analysis Key Account Management Controlling the sales function	LO2, LO3	Ch. 14 from book a. and Ch. 13 & 14 from book b. <i>HBR Article: The New Sales Imperative</i>
25 - 26	Communicating with the Business markets Various Promotion-mix Use of trade shows Use of publicity in industrial Markets	LO2, LO3, LO4	Ch. 13 from book a. and Ch. 15 from book b.
27 - 28	Government as a buyer, Role of GEM (Government E-procurement), Selling to CSD	LO3, LO4	<i>Compendium will be provided</i>
29-30	Group Assignment Presentation		

Academic integrity:

Plagiarism- We are committed to upholding the highest standards of academic integrity and honesty. Plagiarism is the use of or presentation of ideas, works that are not one's own and which are not common knowledge, without granting credit to the originator. You may refer the already available content just for your reference and to get the basic ideas. Only 20% of such content is acceptable, above that comes under the definition of Plagiarism which is unacceptable in IMI and will be treated seriously. All such cases will be referred to the appropriate body of the Institute for suitable disciplinary action.