

AMRITA VISHWA VIDYAPEETHAM
DEPARTMENT OF MANAGEMENT, KOCHI
MBA PROGRAMME 2016-18
Trimester VI TERM VI (JAN-MARCH 2018)
B2B Marketing
K.G. Sofi Dinesh (Course Instructor)

COURSE OUTLINE AND SESSION PLAN

1. Course Objectives

This course will help in: (a) understanding business-to-business markets which involves planning, conception, product management, pricing, promotion, distribution, and sales of products from one firm to another firm. The students will learn about industrial marketing opportunities and competitive strategies. Students will learn the concepts through well-crafted modules which include learning about business marketing environment, managing relationships in business marketing, assessing market opportunities, formulating strategies to convert opportunities into sales, and evaluating performance of the strategic decisions.

Course objectives and Outcomes

| LG CO | Critical and integrative Thinking | Effective written and oral communication | Societal and Environmental Awareness | Ethical Reasoning | Leadership |
|------------------------------------|-----------------------------------|--|--------------------------------------|-------------------|------------|
| CO1: Knowledge | 3 | 1 | 1 | 2 | 0 |
| CO2: Skill sets | 3 | 1 | 1 | 2 | 0 |
| CO3: Performance Evaluation | 3 | 1 | 1 | 2 | 0 |

Course contributes mostly to: Employability/ Skill Development/ Value-add

2. Components for evaluation

End Term- 45%

Project- 30%

Class Activities- 15%

Class Participation-10%

3. Detailed Course Outline:

Course delivery can follow any order and need not be in the same order as detailed in the outline

| Sessions | Agenda | Discussion Points |
|-----------------|--------------------------------------|---|
| 1 | The business marketing environment | Business marketing customers, supply chain, types of business goods, creating value for customers |
| 2 | Organizational buying behavior | Organizational buying process, e-procurement, purchase positioning |
| 3 | CRM for business markets | Types of relationships, loyalty and customer profitability, CRM |
| 4 | Market Opportunities | Segmenting the market and estimating the segment demand |
| 5 | Strategic planning | Components of business model, value network, building the strategy plan |
| 6 | Entering global markets | Global market entry options, global strategy |
| 7 | Products for business markets | Product quality and customer value, product support strategy, process of product positioning |
| 8 | New industrial product development | The new industrial product development process, determinants of new product development success |
| 9 | Role of services in business markets | Customer experience lifecycle, challenges in business service marketing |
| 10 | Business marketing channels | Types of channels, participants in the channel, design of channel, channel administration |
| 11 | Supply chain management | Supply chain goals and practices, role of logistics in SCM, B2B logistical service |
| 12 | Pricing in business markets | The pricing process, competitive bidding |
| 13 | Business market communications | Advertising and sales promotion in business to business markets |
| 14 | Personal selling | Managing the sales force, sales administration, deployment analysis |

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|----|--|---|
| 15 | Evaluating business marketing strategy and performance | Tools for strategy making, profitability control, strategy implementation, efficiency and effectiveness control |
| 16 | Case 1 | |
| 17 | Quiz 1 | |
| 18 | Case 2 | |
| 19 | Quiz 2 | |
| 20 | Case 3 | |
| 21 | Quiz 3 | |
| 22 | Project presentation | |
| 23 | Project presentation | |
| 24 | Project presentation | |

Book for Reference: B2B Marketing: A South-Asian Perspective by Michael D.Hutt, Dheeraj Sharma, and Thomas W. Speh