

<b>Course title:</b> Business to Business Marketing				
<b>Course code:</b> PPM 109	<b>No. of credits:</b> 2	<b>L-T-P distribution:</b> 28-0-0	<b>Learning hours:</b> 28	
<b>Pre-requisite course code and title (if any):</b>				
<b>Department:</b> Department of Business and Sustainability				
<b>Course coordinator:</b>			<b>Course instructor:</b>	
<b>Contact details:</b>				
<b>Course type</b>	Elective	<b>Course offered in:</b> Semester 3		
<b>Course description</b>				
<p>The importance of B2B marketing is increasing in India day by day, as the economy is growing and the government is focusing more on manufacturing sector. In any value-chain, all the upstream companies are engaged in B2B relationship. Businesses selling to other businesses constitute the majority of the transactions in the real life since apart from the final transaction (which is the only business to consumer dealing), rest all are business-to-business transactions in any value chain. Also, the B2B revenue is a significant contributor to the sales of any organization today; right from totally industrial product / services companies on one end to even the totally consumer goods companies on the other. Most of the marketing subjects taught in B-schools are designed from a consumer marketing perspective. Thus the students' assumptions about business-to-business marketing are often based on their familiarity with consumer marketing. Hence, for any student who wants to understand all the dimensions of marketing, this course is very important.</p>				
<b>Course objectives</b>				
<p>This course has been designed to impart to the students, the points of comparisons and departures between B2C and B2B fields in order to clarify how the principles of marketing are the same but there are distinguishing characteristics of B2B practices. The specific learning objectives are:</p> <ul style="list-style-type: none"> <li>• To appreciate the concepts of B2B Marketing</li> <li>• To understand the difference between B2B markets and consumer markets</li> <li>• To understand the growing complexity of business transactions and integration of technology in B2B Marketing practices</li> <li>• To understand the purchasing orientations of various customer firms</li> <li>• To become aware of various technological B2B platforms available on the internet and how the firms can leverage them</li> </ul>				
<b>Course contents:</b>				
<b>Module</b>	<b>Topic</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.	<b>Course overview, Introduction to Business Marketing,</b> <i>Article in class Discussion: The Invisible Hand of Business Marketing</i> <i>Readings/ Text Book: B2B Marketing: A South-Asian Perspective</i> by Michael D. Hutt, Dheeraj Sharma & Thomas W. Speh, Ch.1	2	0	0
2.	<b>Guiding principles in B2B marketing, Comparisons and contrast between B2B and B2C marketing.</b> Industrial and institutional products and services, B2B selling in consumer good companies, e-based B2B services, Business Networks and Alliances <i>Article for presentation from HBR: What is Industrial marketing</i> <i>Text book, Ch.1</i>	2	0	0
3.	<b>Crafting B2B Marketing Strategy</b> <i>Text Book, Ch. 5&amp;6</i> <i>Article for presentation: Business Mktg in India</i> <i>Case Study for assignment: Derrick's Ice Cream</i>	2	0	0

<b>Organizational Buying &amp; Marketing strategies</b>				
4.	<b>Firms as customers, Organizational Buyers' Decision Process, Role of various influencers</b> <i>Text book, Ch. 2, 3</i> <i>Article for presentation: Take the Qualified Lead</i>	3	0	0
5.	<b>Assessing business markets, Segmentation, Targeting &amp; Positioning in Business markets</b> <i>Discussion in class: Panasonic Case</i> <i>Text book, Ch. 4</i> <i>Vitale &amp;Giglierno, Ch. 6, 7</i>	3	0	0
6.	<b>Elements of a winning B2B Brand Strategy</b> Branding in B2B, Innovation, Customization <i>Text Book, Ch. 7, 8, 9</i> <i>Article for presentation: The dynamics of B2B Marketing</i>	3	0	0
7.	<b>Pricing in B2B marketing, creating customer value</b> <i>Case discussion in class: Computron Inc.</i> <i>Text Book, Ch. 12</i> <i>Vitale &amp;Giglierno, Ch.10</i>	3	0	0
8	<b>Business Channel management, E-comm in B2B</b> Technology Platforms <i>Text book, Ch. 10</i> <i>Article for presentation: How to leverage new technology in B2B Marketing</i>	3	0	0
9	<b>Gaining Customers, Personal selling principles in B2B situations, Customer Retention, B2B marketing Metrics</b> <i>Text Book, Ch. 14, 15</i> <i>Article for presentation: 7 sins of selling</i>	3	0	0
10	<b>Communicating with the Business markets</b> <b>Various Promotion-mix and use of trade shows</b> <i>Text Book, Ch. 13</i> <i>Illustration from Lohia Corps Ltd. Trade Shows</i>	3	0	0
<b>B2G marketing in India</b>				
11	<b>Government as a buyer, Selling through KendiyaBhandar and NCCF</b> <i>Role of DGS&amp;D, Selling to CSD, Wrap-up</i> <i>Article for presentation: What is B2G Marketing</i>	1	0	0
<b>Total</b>		28	0	0
<i>Note: The articles given in the session plan may be changed with enough time being given to the presenting group.</i>				

**Evaluation criteria**

- **Test 1: Class participation** 10% (Based on attentiveness and active participation during the entire course)
- **Test 2: Article presentations** 10%
- **Test 3: Written Test** 10% (After completion of 9 sessions – written exam to test the understanding of concepts of Business marketing, organizational buying behaviour and how to categorize the buyer segments in B2B)
- **Test 4: Written Exam** 10% (After completion of 21 sessions – written exam to test the understanding of concepts of product development, pricing and channel management in B2B)
- **Test 5: Case study discussion / activity** 10% (In Session 16-17, Structure – 1. Identifying the situation of the company and the protagonist. 2. Understanding the competition. 3. Devising a plan for participation in a Bid. 4. Justifying the plan with clarity of purpose)
- **Test 6: Assignments** 10% (Study of STP done by IBM through secondary sources)
- **Test 7: Written Examination** 40% (Written examination covering the entire course)

**Learning outcome:**

*After completion of the course, the students will be able to:*

- Adapt the market planning process for B2B markets (Minor exam 1 and 2, Article presentations)
- Develop the marketing strategies for any firm for its B2B marketing (Case study and Assignments)
- Fine-tune the marketing strategies for the B2G dealings for a firm (End Term exam)
- Apply various new technologies in the entire B2B marketing-mix of a firm (Article presentations, End Term exam)

**Pedagogical approach:**

- Lectures
- Illustrative cases and case discussions (in groups)
- Assignments (group)

**Suggested Readings:**

*Text Book:*

- *B2B Marketing: A South-Asian Perspective* by Michael D. Hutt, Dheeraj Sharma & Thomas W. Speh, (Cengage Learning; 11<sup>th</sup> Edition).

*Reports & other references:*

- Handouts
- *Business to Business Marketing*, Vitale & Giglierano, Thomson Press, India Edition
- *Business Marketing Management*, Anderson & Narus, Pearson Education
- *Business Marketing*, K.K.Havaladar, Tata McGraw-Hill

**Additional information (if any):****Student responsibilities:**

- Class attendance and Participation
- Study of course materials as specified by the instructor

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