

Course title: Business to Business Marketing					
Course code: PPM 109	No. of credits: 2	L-T-P distribution: 28-0-0	Learning hours: 28		
Pre-requisite course code and title (if any):					
Department: Department of Business & Sustainability					
Course coordinator(s): Dr. Sapna A. Narula			Course instructor(s): Dr. Sapna A. Narula		
Contact details: sapna.narula@teriuniversity.ac.in					
Course type: Core			Course offered in:		
Course description The importance of B2B marketing is increasing in India day by day, as we focus more on manufacturing sector. In any value-chain, most of the upstream companies are engaged in B2B relationship. Also, the B2B sector 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. 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. 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.					
Course objectives 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: <ul style="list-style-type: none"> • To appreciate the need for understanding B2B Marketing • To understand the growing complexity of business transactions • To evaluate the difference between business-to-business markets and consumer markets • To adapt the market planning process for business-to-business markets • To understand the purchasing orientations of various customer firms • To develop the marketing strategies for any firm for its B2B or B2G dealings • To become aware of various technological B2B platforms available on the internet and how the firms can leverage them • To understand the concept of partner networks in B2B marketing 					
Pedagogy: <ul style="list-style-type: none"> • Lectures • Illustrative cases and case discussions (groups) • Assignments (Individual / group) 					
Course contents					
Module	Topic	L	T	P	
1	<ul style="list-style-type: none"> • Course overview, Introduction to Business Marketing, Article in class <i>Discussion: The Invisible Hand of Business Marketing</i> Text Book, Ch. 1 	2	0	0	
2	Guiding principles in B2B marketing, Comparisons and contrast between B2B and B2C marketing. <ul style="list-style-type: none"> • Industrial and institutional products and services, B2B selling in consumer good companies, e-based B2B services, Business Networks and Alliances Article for presentation from HBR: What is Industrial marketing Text book, Ch.1	2	0	0	
3	Crafting B2B Marketing Strategy Text Book, Ch. 5,6	2	0	0	

	Article for presentation: Business Mktg in India Case Study for assignment: Derrick's Ice Cream			
Organizational Buying & Marketing strategies				
4	Firms as customers, Organizational Buyers' Decision Process, Role of various influencers Text book, Ch. 2, 3 Article for presentation: Take the Qualified Lead	2	0	0
5	Assessing business markets, Segmentation, Targeting & Positioning in Business markets Discussion in class: Panasonic Case Text book, Ch. 4 Vitale & Giglierano, Ch. 6, 7 Article for presentation: B2B in downturn	2	0	0
6	Branding in B2B, Innovation, Customization Text Book, Ch. 7, 8, 9 Article for presentation: The underappreciated value of Brand experience	3	0	0
7	Pricing in B2B marketing, creating customer value Case discussion in class: Computron Inc. Text Book, Ch. 12 Vitale & Giglierano, Ch.10	3	0	0
8	Business Channel management, E-comm in B2B, Technology Platforms Text book, Ch. 10 Article for presentation: Sales Process	3	0	0
9	Gaining Customers, Personal selling principles in B2B situations, Customer Retention, B2B marketing Metrics Text book, Ch. 14, 15 Article for presentation: 7 sins of selling	3	0	0
10	Communicating with the Business markets Various Promotion-mix and use of trade shows Text Book, Ch. 13 Illustration from Lohia Corps Ltd. Trade Shows	3	0	0
B2G marketing in India				
11	Government as a buyer, Selling through Kendiya Bhandar and NCCF, Role of DGS&D, Selling to CSD, Wrap-up Article for presentation: What is B2G Marketing	3	0	0
		28	0	0
Evaluation criteria				
<ul style="list-style-type: none"> • Class participation 10% • Minor Examinations 20% • Case study 10% • Articles 10% • Assignments 10% • End Term Examination 40% 				
References:				
<ul style="list-style-type: none"> • Handouts • Business to Business Marketing, Vitale & Giglierano, Thomson Press, India Edition • Business Marketing Management, Anderson & Narus, Pearson Education • Business Marketing, K.K.Havaldar, Tata McGraw-Hill 				

Additional information (if any)

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

Student responsibilities

The students are expected to submit assignments in time and come prepared with readings when provided.