Business-to-Business Marketing, MKTG 4831
Fall 2013

Instructor: Minna Rollins (D.Sc.)
Office campus: 678-839-5027
Office home: 404-461-9538
Email: CourseDen/D2L email
Emergency email: mrollins@westga.edu
Classroom: RCOB2202
Class hours: Mondays and Wednesday 11.00 – 12.20pm, and D2L (see the schedule for specific days online)

Required and recommended course texts
1) Lectures (in-class and/or online)
2) Articles and cases (D2L)

Problems with CourseDen
Email distance@westga.edu
Phone: 678-839-6248, M-F 8.00 AM - 5.00 PM
Web site: http://help.view.usg.edu, 24 hrs/ day - 365 days a yr

Pre-requisites
Principles of Marketing

Course description

This course focuses on strategy development for marketers whose customers are other businesses, government, and institutions. The wide range of topics in business-to-business marketing will be explored such as organizational buying behavior, segmenting, supply chain management, customer relationship management, pricing, product development, and ecommerce.
Evaluation/ Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Exams (3)</td>
<td>60%</td>
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<tr>
<td>Case reports (2)</td>
<td>30%</td>
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<tr>
<td>Quizzes (in-class and or online)</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
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0-100 scale will be used for all the assignments and assessments.

*Exams (individual)*
Exams consist of the combination of the following type of questions: true/false questions, multiple choice questions, the short answer, and essay/case questions. Exams are in class and/or online (see: the schedule for more detailed information.) This course has an optional, comprehensive final exam that replaces your lowest exam grade.

*Case reports (individual)*
Case reports are individual assignments. You will be assignment to write a 3-5 page report and provide your insights when your case is discussed in the class.

Case reports are submitted in PDF format via Dropbox box in D2L. In addition, you have to bring a hard copy in class with you. Submissions by email are not graded.

*Quizzes (individual)*
There will be seven (7) short quizzes online or in class. The quizzes can have multiple choice, true-false, or short answer quizzes.
Expectations & Basic Rules

- Attend all the class meetings and check D2L at least twice a week.

- Read all assigned readings (articles and book chapters) provided in weekly learning modules.

- Academic honesty: I will not tolerate any form of academic honesty. Ignorance of academic honesty guidelines is not a valid excuse. Therefore, please familiarize you with university’s policies regarding plagiarism, cheating on exams, unauthorized collaboration, falsification, and multiple submissions.

- Make-up exams or online quizzes: Make-up exams are given only if you have a valid excuse such as you have been hospitalized during an exam week. Documentation is always required and make up exam is taken at the Department of Marketing and Real Estate. If you miss an exam due to technical difficulties you will not get a chance for make-up exam. Exception to this rule is technical problems at the University’s IT system. Technical difficulties such as your internet connection is down in your apartment complex are not an excuse to miss an exam or not to submit an assignment. You can always use University’s computer labs or Internet cafes. Make sure that you check your browser etc. to confirm that everything is working properly.

- Show an overall level of respect, courtesy, and professionalism toward both classmates and instructor in all communication (in classroom, email, chats, discussion etc.) Use spell check when you write emails.

- If you have any questions about the course material, ask help before the due dates and exams. If you have technical problems with D2L, contact helpdesk.

- There are two extra credit opportunities: 1) Marketing Lecture Series, 1 point/lecture for the final grade, and 2) a BB&T lecture September 12th, 2 points for the final grade.

- Email and phone policy: I reply to your emails and answer your phone calls as soon as, within 24 hours I can during regular business hours Monday - Friday 9.00 – 17.00 EST. Please, use D2L email.

- Please, review: Common Language for Course Syllabi file.