

Business-to-Business Marketing

MKTG 4831, Online

Fall 2015

Instructor: Minna Rollins (D.Sc.)

Office campus: RCOB, Marketing & Real Estate

Office hours: online Mon-Thu, 8.00am-12.00pm

Office home: (770) 847-8151 (leave a message and your number)

Email: CourseDen/D2L email or mrollins@westga.edu

Campus email: mrollins@westga.edu, Write B2B on the subject line

Classroom: Online

Class hours: Online

Required course texts and materials

- 1) Online lectures and lecture notes
- 2) Articles and cases
- 3) Simulation (will be purchased online)
- 4) Optional reading: Hutt and Speh, "Business Marketing Management", 9th, 10th or 11th edition
- 5) Calendar (online or paper)

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

MKTG 3803 or MKT 303 and (GPA 2.00 or above required 2.00 and College of Business Maj-Minor 1)

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, product development, ecommerce, and sales management.

Evaluation/Grading

Assessment&Assingment	Where	Weight
Exam	Online in courseden	25%
Topic Quizzes	Online in courseden	25%
Simulation	On the simulation website & courseden	30%
Current issues	Discussion board in courseden	20%
<i>Total</i>		<i>100%</i>

1-100 scale will be used for all the assignments and assessments.

Syllabus quiz

This is a mandatory quiz. You have to take it during the first week of classes and you have to receive 10/10 in order to continue in the class. There are three attempts.

Exams (1 individual exam)

We have one comprehensive exam in this course. The exam consists of the combination of the following type of questions: true/false questions, multiple choice questions, the short answer, and essay/case questions. The exam will be taken at the end of the semester. The exam review will be provided.

Topic quizzes (individual)

There will be chapter quizzes for each topic we cover. There can be multiple choice, true/false questions in the chapter quizzes. You find these in the learning modules. These quizzes are part of your learning material.

Simulation

You will participate in the simulation during this course. You will purchase the simulation (app. \$40) online. More information will be given after the course has started. We start our simulation end of September. You are expected to submit your decisions to simulation AND write a short rationale/summary of your decisions (submitted via Dropbox in Courseden).

Current Issues

You are required to find a current news article/video (1/student) that relates to our topics in this course. You will summarize the article/video and add your own question to the class. You will post your summary and question on the discussion board. Others reply to the question (minimum 8 replies are needed during the semester). Think about this assignment as your class participation. The schedule will be in Courseden.

Expectations & Basic Rules

- Check course den at least three times a week, preferably daily.
- Read all assigned readings (articles, book chapters, lecture notes, videos) provided in weekly learning modules.
- 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

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 your assignment. Use RCOB's computer labs to take exams. Make sure that you check your browser etc. to confirm that everything is working properly before taking exams. Sample quiz is open all semester for that purpose.

- Show an overall level of respect, courtesy, and professionalism toward both classmates and professor in all communication (in online 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 exam. If you have technical problems with Courseden, contact helpdesk.
- Email and phone policy: I reply to your emails and answer your phonecalls as soon as I can during regular business hours Monday – Friday 8.00am – 5.00 pm EST. If your email/phone call has not been responded within 12 hours, please email/call again. In weekends, please email me to mrollins@westga.edu for the fastest response.
- Please, review: Common Language for Course Syllabi file.

ACADEMIC HONESTY/CHEATING:

Receiving or giving help on chapter work, the writing assignment, exams, and/or papers, **or copying, utilizing, or retaining online or in-class exam or assignment content, will** result in failure of this course and may result in dismissal from the University. The professor may utilize all means available, including but not limited to IP address monitoring, login data, metadata, and other computer forensic methods to detect cheating on assignments and other graded or non-graded work. In addition, UWG and the University System of Georgia (USG) are authorized to monitor for evidence of cheating, including monitoring external website activity (social media websites, etc.) accessed using UWG or USG resources.

You have **no right of privacy** for activity you engage in using UWG or USG equipment or services, including but not limited to computers, servers, wireless or wired internet. Any student caught by UWG or USG personnel, or by the professor directly, will be dealt with per the Academic Honesty policy. **DO NOT CHEAT.**

For the purposes of this class, the following statements in the Student Handbook and Appendix A of the Honor Code will be applied:

1. No student shall give or receive, or otherwise furnish or procure assistance not authorized in the preparation of an essay, report, examination, or other assignment in an academic course or in the fulfillment of program or degree requirements such as standardized examinations.
2. No student shall take, attempt to take, or otherwise obtain, gain access to, or alter in an unauthorized manner any material pertaining to the conduct of a class or to the completion of any program or degree requirement, including but not limited to tests, examinations, laboratory equipment, roll books, academic records, or electronically stored data.
3. Plagiarism is prohibited. Themes, essays, term papers, tests, and other similar requirements must be the work of the student submitting them. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Failure to observe these standards will result in grade of F. Use of unapproved sources of information on the writing assignment or receiving/providing assistance on a chapter assignment will be deemed a violation of provision 1, above, and will result in failure of the course and possible expulsion from UWG.