

## **MKTG 4831, N01, BUSINESS-TO-BUSINESS MARKETING**

*FALL 2019, 3CR, AUGUST 14 – DEC , 2019*

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## COMPLETE THIS UNDER SURVEYS

### WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: \_\_\_\_\_

917#: \_\_\_\_\_

Date: \_\_\_\_\_



## INSTRUCTOR INFORMATION

**NAME:**

Minna Rollins (D.Sc.)

**OFFICE LOCATION:**

Miller Hall, Department of Marketing and Real Estate

**OFFICE HOURS:**

Primary: virtual office hours by appointment Monday – Friday 8.00AM-5.00PM

On campus on Tuesdays or Thursdays 10.00-3.00pm

**CONTACT INFORMATION:**

Phone: 770-847-81-51, leave a message and your phone number

Communication Preference: CourseDen email

Email: [mrollins@westga.edu](mailto:mrollins@westga.edu)

## COURSE INFORMATION

**DESCRIPTION**

This course focuses on strategy development for marketers whose customers are other businesses, government agencies, and institutions. During the course, 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.

**PREREQUISITES**

MKTG 3803 (GPA 2.00 or above required 2.00 and College of Business Major/Minor)]

**DELIVERY METHODS**

Online and final exam in class

## LEARNING GOALS

We will build on the following learning goals throughout the term:

- 1) Identify and understand the industrial, marketing, and business terms and concepts that are significant within the field business-to-business marketing.
- 2) understand the relationships of the key concepts in business-to-business marketing to each other and their relationship to marketing and/or business principles and practices in a global setting.
- 3) demonstrate how to apply and use these concepts in marketing and/or business situations.
- 4) demonstrate the preparation for entry into a career in industrial or business-to-business marketing and working effectively and comfortably in virtual teams.

## TEXTBOOKS AND MATERIALS

### TEXTBOOK 1

Hutt and Speh, "Business Marketing Management", 12th edition (rent or buy) + MindTap

ISBN-13: 978-1133189565

ISBN-10: 1133189563

### COURSE MATERIALS

Lecture notes, videos, and article are located in CourseDen), no additional cost for students

## COURSE POLICIES

### COURSE DEN

Course is taught using CourseDen.

### CLASS TECHNOLOGIES

MS Word, PowerPoint

## ASSIGNMENTS

### Syllabus quiz and assessing your learning

Syllabus quiz 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. You have two attempts. In the first week of classes, you will assess your own learning and studying strength and weaknesses.

**Chapter quizzes**

You have 30 minutes to complete each quiz. Quizzes are open 1-2 weeks.

**Assignments (5+1)**

There are six assignments in this course and one of them is not a graded assignment (you can earn extra credit point by completing it). One of the graded assignments is to interview someone working in b2b Sales or Marketing.

**Article presentation**

You will create a case presentation in the *randomly* assigned virtual teams. Guidelines are located in CouseDen in the Orientation module. Some questions from the presentations will be selected for the final exam.

**GRADING**

Chapter quizzes (individual)	10%
Assignments (4) *	40%
Article presentation (group)	25%
<u>Final exam</u>	<u>25%</u>
Total	100%

A 0-100 scale will be used for all the assignments and assessments. Group evaluation and self-evaluation are mandatory, but not graded, assignments to pass the class.

\*Assignments 1, 2, 3 are 25% and Assignment 4 is 15% of the grade

**COURSE CALENDAR**

**WEEK 1, AUG 14-17**

**Module 0 Orientation to b2b marketing**

Readings:

- Orientation to the B2B course presentation and orientation recording
- Read Ch1
- Video: Working in virtual teams

Assignments:

- Syllabus quiz (mandatory)
- Introduce yourself (Discussion board)
- Assignment 0: Assessing your own learning and studying (survey, extra credit)
- Contact your team and decide how to collaborate
- B2b brands quiz (extra credits available)

## **WEEK 2, AUG 18-23**

### **Module 1 Organizational Buyer Behavior (OBB)**

Readings:

- Ch 2 and 3
- Videos: Lecture(s), videos
- Article(s)

## **WEEK 3, AUG 26-30**

### **Module 1 Organizational Buyer Behavior (OBB) cont.**

Assignments:

- Chapter quizzes
- Assignment 1 (Due Aug30)

## **WEEK 4, SEP3-6**

### **Module 2 B2b Marketing in Global Markets and Performance management**

Readings:

- Chapter 5: Business marketing planning
- Chapter 6: Business Marketing for Global Markets
- Videos: Lecture(s), videos
- Articles

## **WEEK 5, SEP9-13**

Assignments:

- Chapter quizzes
- Assignment 2 (due Sep 13)
  
- Article presentation: Group 1 (Sep 15 11:59PM)
- Article presentation: Group 2 (Sep 15, 11:59PM)

## **WEEK 6, SEP16-20**

**Module 3 Managing Products and Services for Business and R&D**

Readings:

- Chapters 7 and 9
- Articles
- Video lecture(s)

**WEEK 7, SEP 23-27**

**Module 3 Managing Products and Services for Business and R&D**

Assignments:

- Quiz 4 (ch7 and 9)
- Assignment 3 (due Sep 27)
- Article presentation: Group 3 (due Sep 29, 11:59PM)
- Article presentation Group 4 (due Sep 29, 11:59PM)

**WEEK 8, SEP 30-OCT4**

**Module 4 Estimating Demand and Segmenting and Performance Measurement**

Readings:

- Chapter 4: Estimating Demand and Segmentation
- Chapter 15: Performance measurement
- Video/article

**WEEK 9, OCT 7-11**

**Module 4 Estimating Demand and segmenting and Performance Measurement**

Assignments:

- Chapter quiz
- Assignment 4
- Article presentation Group 5 (due Oct 13, 11:59PM)
- Article presentation: Group 6 (due Oct 13, 11:59PM)

**WEEK 10, OCT14-18**

**Module 5 Managing Business Marketing Channels and Supply Chain Management (SCM)**

Readings:

- Chapter 10
- Chapter 11
- Videos



## **WEEK 11, OCT 21-25**

**Module 5 Managing Business Marketing Channels and Supply Chain Management (SCM) cont.**

Assignments:

- Chapter quizzes
- Assignment 5 (due Oct 25)

## **WEEK 12, OCT 28-NOV1**

**Module 5 Managing Business Marketing Channels and Supply Chain Management (SCM) CONT.**

Assignments:

- Article presentation Group 7 (Due Nov3, 11:59PM)
- Article presentation: Group 8 (Due Nov3, 11:59PM)

## **WEEK 13, NOV4-8**

**Module 6 2b Sales and Communication**

Readings:

- Chapter 13 and 14
- Video
- Articles

## **WEEK 14, NOV 11-15**

**Module 6 2b Sales and Communication cont.**

Assignments:

- Quiz 7 (ch13 and 14)
- Assignment 6 (due Dec 3, 11:59PM)

## **WEEK 15, 18-22**

**Module 6 2b Sales and Communication cont.**

- Article presentation Group 9 (due Nov 24, 11:59PM)
- Article presentation Group 10 (due Nov 24, 11:59PM)
- Continue Assignment 6

## **WEEK 16, THANKSGIVING BREAK**

No assignments

**WEEK 17, DEC 2-6**

- Group evaluation (not part of the final grade, but mandatory)
- Assignment 0 Part 2: survey (extra credit)
- Final exam (online), Dec 3, 5.00AM- Dec 5, 11.59PM

**UNIVERSITY-WIDE SYLLABUS INFORMATION:**

Please review the "[Common Language for Course Syllabi](#)" for university-wide updates. Even if you have read it before, the most current information is maintained at this site.