

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

*SPRING 2020, 3CR, JAN 4 – MAY 6, 2020*

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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 Wednesdays 10.00am - 3.00pm (appointment is highly recommended)

**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 via CourseDen

## 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)

ISBN-13: 978-1133189565

ISBN-10: 1133189563

### COURSE MATERIALS

Lecture notes, videos, and articles (located in CourseDen)

## 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 during the week they are assigned.

**Assignments (3)**

There are three individual written assignments in this course. Guidelines are given for each assignment in CourseDen.

**Article quizzes (5)**

There are five article quizzes in this course. You will be given the articles in the weekly module and you have until end of the module to complete the quiz.

**Case presentation**

You will complete a case presentation in the *randomly* assigned virtual teams. Guidelines are located in CourseDen in the Orientation module and the case study will be given on week 14.

**GRADING**

Chapter quizzes (8-10)	10%
Article quizzes (5)	10%
Written Assignments (3)	30%
Case presentation and evaluations (group)*	35%
<u>Final exam</u>	<u>15%</u>
Total	100%

A 0-100 scale will be used for all the assignments and assessments.

\*Group evaluation is mandatory, but a graded assignment. The case study will be distributed on week 14 April 13<sup>th</sup>. Each group prepares for the presentation by April 19<sup>th</sup>. On week 16, each group provides feedback for two groups by April 27<sup>th</sup>.

**COURSE CALENDAR**

**WEEK 1, JAN 4 - 10**

**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)
- Contact your team and decide how to collaborate

## **WEEK 2, JAN 13-17**

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

- Ch2 Organization buyer behavior
- Videos: Lecture(s), videos
- Chapter quizzes, ch2
- Assignment 1

## **WEEK 3, JAN 21-24**

### **Customer Relationship Management**

- Ch3 CRM
- Videos: Lecture(s), videos
- Chapter quizzes, ch3

## **WEEK 4, JAN 27-31**

### **Global Markets**

- Ch6: Business Marketing for Global Markets
- Videos: Lecture(s), videos
- Articles
- Assignment 2

## **WEEK 5, FEB3-7**

### **Managing Products and Services for Business**

- Ch Ch7 Managing Products and Ch9 Managing Services
- Chapter quizzes, ch7 and ch9
- B2B BRANDS QUIZ (EXTRA CREDIT, 5 POINTS FOR THE FINAL)

## **WEEK 6, FEB10-14**

### **Performance Measurement**

- Ch15 Performance measurement
- Ch15 quiz
  
- Article: 5 Traps on Performance measurement and Article Quiz 1

## **WEEK 7, FEB17-21**

### **Estimating Demand and Segmenting and Performance Measurement**

- Ch4: Estimating Demand and Segmentation
- Chapter quiz
- Assignment 3

## **WEEK 8, FEB24-28**

### **Managing Business Marketing Channels**

- Ch10 Marketing Channels
- Chapter quiz

## **WEEK 9, MAR2-6**

### **Supply Chain Management**

- Ch11 SCM
- Chapter quiz
- Article “Don’t tweak your SC...” And Article quiz 2

## **WEEK 10, 9-13**

### **B2b Sales Management**

- Ch14 Sales Management
- Chapter quiz
- Article “End of War between...” and article quiz 3

## **WEEK 11, MAR16-20**

*Spring break*

## **WEEK 12, MAR23-27**

### **B2b Communications**

- Ch13 B2b Communications

- Chapter 13
- Article “End of Solutions Sales..” and article quiz 4

**WEEK 13, MAR30-APR3**

**B2b Communications continue**

- Article TBA and article quiz 5

**WEEK 14, APR6-10**

**Case study starts**

**WEEK 15, APR13-17**

**Case study presentations due April 19th**

**WEEK 16, APR20-27**

**Case study evaluations**

Two evaluations/group

**WEEK 17, APR28-MAY1**

- Group evaluation (not part of the final grade, but mandatory)
- Final exam (online)

## **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.