



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Integrated Master of Business Administration, 9th Semester

Functional Areas Specialization: Marketing

Subject Name: Business to Business Marketing

Subject Code: 2597111

With effective
from academic
year 2020-21

1. Learning Outcomes:

Learning Outcome Component	Learning Outcome (Student will be able to)
Business Environment and Domain Knowledge (BEDK)	<ul style="list-style-type: none"> • <i>Illustrate</i> the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.
Critical thinking, Business Analysis, Problem Solving and Innovative Solutions (CBPI)	<ul style="list-style-type: none"> • <i>Recommend</i> B2B marketing strategies to a specific B2B marketer for achieving specified objectives.
Global Exposure and Cross-Cultural Understanding (GECCU)	<ul style="list-style-type: none"> • <i>Explain</i> the influence of culture on B2B negotiations across different nations.
Social Responsiveness and Ethics (SRE)	<ul style="list-style-type: none"> • <i>Recommend</i> socially responsible practices during NPD customer service in B2B marketing.
Effective Communication (EC)	<ul style="list-style-type: none"> • <i>Design</i> an integrated marketing communications plan for promoting B2B products or services. • <i>Create</i> and present a sales pitch for a defined B2B negotiation.
Leadership and Teamwork (LT)	<ul style="list-style-type: none"> • <i>Develop</i> a business marketing plan for a real local company that mainly targets business customers.

LO – PO Mapping: Correlation Levels:

1 = Slight (Low); 2 = Moderate (Medium); 3 = Substantial (High), “-“= no correlation

Sub. Code: 4549283	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
LO1: <i>Illustrate</i> the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour.	3	3	1	1	1	-	-	2	2
LO2: <i>Recommend</i> B2B marketing strategies to a specific B2B marketer for achieving specified objectives.	2	3	2	2	-	1	1	1	1
LO3: <i>Explain</i> the influence of culture on B2B negotiations across different nations.	-	-	-	2	3	1	1	2	-
LO4: <i>Recommend</i> socially responsible practices during NPD customer service in B2B marketing.	2	1	-	2	1	-	3	2	1
LO5: <i>Design</i> an integrated marketing communications plan for promoting B2B products or services.	3	1	-	3	-	3	1	3	1
LO6: <i>Create</i> and present a sales pitch for a defined B2B negotiation.	1	2	-	3	-	3	-	3	1
LO7: <i>Develop</i> a business	3	3	-	3	1	3	-	3	1



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marketing plan for a real local company that mainly targets business customers.									
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2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. **Course Contents:**

Module No.	Contents	No. of Sessions	70 Marks (External Evaluation)
I	<p>Introduction to B2B Marketing:</p> <ul style="list-style-type: none"> • Business marketing • Business market customers • Characteristics of business markets • Organizational buying and buying behaviour • The buying process <p>Organizational markets of India:</p> <ul style="list-style-type: none"> • Organizational and business markets • Government as a customer • Commercial enterprises • Commercial and institutional customers 	10	17
II	<p>Segmenting business markets</p> <p>Business marketing planning:</p> <ul style="list-style-type: none"> • Strategic role of marketing • Components of a business model <p>Product strategy:</p> <ul style="list-style-type: none"> • Product policy • Industrial product strategy • Technology adoption • Building B2B brands • Product support strategy <p>Managing innovation and NPD:</p> <ul style="list-style-type: none"> • Management of Innovation • Managing technology • Determinants of new product performance 	10	18
III	<p>Managing service for business markets:</p> <ul style="list-style-type: none"> • Understanding the customer experience • Delivering effective customer solutions • Marketing of solutions <p>Pricing in B2B marketing:</p> <ul style="list-style-type: none"> • Pricing process • Competitive bidding <p>Managing marketing communications for business markets:</p> <ul style="list-style-type: none"> • B2B Advertising • Digital marketing 	10	18



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	<ul style="list-style-type: none"> Trade shows, exhibitions, business meets Managing the sales force <ul style="list-style-type: none"> Deployment analysis 		
IV	<p>Managing Channels:</p> <ul style="list-style-type: none"> Business marketing channels and participants Channel design and management decisions E-commerce for business marketing channels Market logistics decisions B2B logistics management <p>Marketing of Projects:</p> <ul style="list-style-type: none"> Characteristics of project management Competitive bidding for projects PPP Projects <p>Implementation of marketing strategy:</p> <ul style="list-style-type: none"> Successful strategy implementation and the strategy-implementation fit. Building a customer driven organization Strategy map <p>Ethical issues in B2B Marketing.</p>	10	17
V	<p>Practical:</p> <ul style="list-style-type: none"> At a small organization of a personal acquaintance <ul style="list-style-type: none"> The students should study the buying process that they adopt while purchasing for business. How they prepare quotes for business clients. Students should study the conditions and technicalities mentioned in the tender invitations. 	---	(30 Marks CEC)

4. Pedagogy:

- ICT enabled Classroom teaching Lectures
- Case Discussions and Role Playing.
- Audio-visual Material (Using CDs/Clippings/ online videos).
- Assignments and Presentations.

5. Evaluation:

Students shall be evaluated on the following components:

	Internal Evaluation	(Internal Assessment- 50 Marks)
A	<ul style="list-style-type: none"> Continuous Evaluation Component 	30 marks
	<ul style="list-style-type: none"> Class Presence & Participation 	10 marks
	<ul style="list-style-type: none"> Quiz 	10 marks
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)



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6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication / Edition
1	Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh	B2B Marketing: A South Asian Perspective	Cengage	2014, 11 th ed.
2	Sharad Sarin	Business Marketing: Concepts and Cases	McGraw Hill	2013, 1 st ed.
3	Tom McMakin, Doug Fletcher	How Clients Buy: A Practical Guide to Business Development for Consulting and Professional Services	Wiley	
4	James C. Anderson, Das Narayandas, James A. Narus and D.V.R. Seshadri	Business Market Management (B2B): Understanding, Creating, and Delivering Value	Pearson	2010, 3 rd ed.
5	Robert Vitale, Waldemar Pfoertsch, Joseph Giglierano	Business to Business Marketing	Pearson	2011
6	Krishna K Havaldar	Business Marketing: Text and Cases	McGraw Hill	2014, 4 th ed.

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers / Web resources etc.

1. Journal of Business to Business Marketing
2. Journal of Business Market Management
3. Journal of Business & Industrial Marketing
4. International Journal of Business Marketing and Management
5. B2B Marketing – Magazine
6. <https://www.smartbugmedia.com/blog/50-inbound-marketing-resources-every-b2b-marketer-should-subscribe-to-in-2019>