

**IV SEMESTER  
MARKETING SPECIALISATION COURSES**

| <b>B2B MARKETING MANAGEMENT</b>  |            |            |                |
|--|------------|------------|----------------|
| Course Code  | 20MBAMM401 | CIE Marks  | 40             |
| Teaching Hours/Week (L:T:P)  | 3:0:0      | SEE Marks  | 60             |
| Credits  | 03         | Exam Hours | 03             |
| <b>Course Objectives</b>   |            |            |                |
| 1. Make students have an understanding of B2B Marketing and its characteristics<br>2. To analyze the purchasing decisions of online customers<br>3. Analysing traditional marketing approach vis-a vis modern marketing approach using the B2B strategy<br>4. To enhance knowledge of emerging trends in integrated marketing communications.<br>5. Managing innovation in the B2B context and understand concept of Relationship portfolio and Key Account Management.  |            |            |                |
| <b>Module-1 B2B Marketing</b>  |            |            | <b>7 hours</b> |
| B2B-Introduction, significance and concept of B2B Marketing. Business Markets, characteristics. Classification of Business Products and Markets.   |            |            |                |
| <b>Module -2 Purchasing Behaviour</b>  |            |            | <b>7 hours</b> |
| Factors affecting purchasing decisions, purchasing orientation, Segmenting purchase categories. Purchase Process- variations. Buying situations and marketer actions. Online buying.   |            |            |                |
| <b>Traditional marketing approach-</b> uncertainties of buyer and supplier/ marketer. Supplier uncertainties. Relationship variables. Impact of IT. Inter-firm Relationships and Networks. <b>Case Study</b>   |            |            |                |
| <b>Module -3 B2B strategy and Market Segmentation</b>  |            |            | <b>7 hours</b> |
| Process, approach. Responsible strategy-CSR and sustainability, Customer value and strategy. Researching B2B markets. Standard industrial classification.  |            |            |                |
| <b>B2B Market Segmentation-</b> Significance of segmentation. Basis of segmentation. Challenges of segmentation in B2B markets. B2B positioning. <b>Case Study.</b>  |            |            |                |
| <b>Module -4 Market Communication</b>  |            |            | <b>7 hours</b> |
| Brand expression, Communication mix and customer acquisition process. Relationship Communication, sales responsibilities. The relationship communication process, call preparation, selling to low-priority and high-priority customers. Value selling and consequences- order fulfilment-relationship building- <b>Case Study.</b>  |            |            |                |
| <b>Module -5 Relationship Portfolio &amp; Key Account Management</b>   |            |            | <b>7 hours</b> |
| Principles of Portfolio management, identifying key accounts, Classification criteria. Relationship life-cycle, declassification, managing loyalty. <b>Case Study.</b>   |            |            |                |
| <b>Assignment: Implementing KAM</b>  |            |            |                |
| <b>Module – 6 B2B product Offerings and Price Setting</b>  |            |            | <b>5 hours</b> |
| Elements of B2B offering, strategic tools for managing product offerings, managing innovation in the B2B context.  |            |            |                |
| <b>Price setting in B2B markets-</b> 3 C's of pricing-cost, customer and competition-Pricing- strategy, price positioning, role of sales force in pricing, bid pricing, internet auctions, ethical aspects of B2B pricing. <b>Case Study</b>   |            |            |                |
| <b>Course outcomes:</b>  |            |            |                |
| At the end of the course the student will be able to:  |            |            |                |
| 1. Understand significance of B2B marketing .<br>2. Ability to create an integrated marketing communications plan which includes promotional strategies.<br>3. Effectively use marketing communication for customer acquisition<br>4. Define and apply knowledge of various aspects of managerial decision making related to marketing communications strategy and tactics.  |            |            |                |
| <b>Practical Component;</b>  |            |            |                |
| <ul style="list-style-type: none"> <li>Interview a salesperson and write a brief report about what they like and dislike about their jobs, their salary, travelling allowances, sales quotas, why chose sales career, and what does it take to succeed in this profession.</li> <li>Ask your friends if they would buy certain goods like groceries, vegetables, socks, mobile, pens etc from the roadside vendor as against a regular shop. Group the products into low risk and high risk ones. Does this buying behaviour also depend on the personality of the individual doing the buying? Or the one doing the selling?</li> <li>Students can make a presentation on any product or the services of student choice, covering selling strategies</li> </ul> |            |            |                |

and one day work exposure towards merchandising in any big retail outlets of respective places where the institute is operating.

- Rural colleges can send the students to the city nearby to observe the merchandising planning in retail outlets and to make a small report.
- Roles and functions of sales manager and sales people are different in every organization. Sales people view the roles of sales managers in their own way and vice versa. You are the sales manager of a company. You make an analysis of what you feel should be roles of a sales manager and a salesperson for maximizing sales of the organization.
- Your company is active in internet trading. A current issue in internet trading is : how to make internet selling safe. Different methods have been suggested for safety or security of internet trading. You have to analyze different methods and recommend a method for your company.

### CO-PO MAPPING

| CO  | PO  |     |     |     |     |
|-----|-----|-----|-----|-----|-----|
|     | PO1 | PO2 | PO3 | PO4 | PO5 |
| CO1 | X   |     |     |     |     |
| CO2 | X   | X   | X   |     |     |
| CO3 | X   | X   | X   |     | X   |
| CO4 | X   |     | X   | X   | X   |

#### Question paper pattern:

The SEE question paper will be set for 100 marks and the marks scored will be proportionately reduced to 60.

- The question paper will have 8 full questions carrying equal marks.
- Each full question is for 20 marks.
- Each full question will have sub question covering all the topics under a Module.
- The students will have to answer five full questions; selecting four full question from question number one to seven and question number eight is compulsory.
- 100 percent theory in the SEE

#### Textbooks

| Sl No | Title of the book  | Name of the Author/s                            | Publisher Name    | Edition and year |
|-------|--|---|-------------------|------------------|
| 1     | Business to Business Marketing   | Ross Brennan, Louise Canning & Raymond McDowell | Sage Publications | 3e -2014         |
| 2     | B2B Marketing Strategy: Differentiate, Develop and Deliver Lasting Customer Engagement | Heidi Taylor                                    | Kogan Page        | 1/e, 2017        |

#### Reference Books

|   |  |                               |            |           |
|---|--|-------------------------------|------------|-----------|
| 1 | Innovative B2B Marketing: New Models, Processes and Theory | Simon Hall                    | Kogan Page | 1/e, 2017 |
| 2 | Product and Brand Management                               | Michael Baker and Stuart Hart | Pearson    | 4/e, 2014 |

*Spokane*