

Course Code	MB18MM02	Course Name	B2B Marketing	Course Category	Elective Course	L	T	P	C
						2	0	0	2

Pre-requisite Courses	Nil	Co-requisite Courses		Progressive Courses	
Course Offering Department	MBA		Data Book / Codes/Standards		

Course Learning Rationale (CLR):	The purpose of learning this course is to:	Learning	Program Learning Outcomes (PLO)
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CLR-1 :	CLR-2 :	CLR-3 :	CLR-4 :	CLR-5 :	1	2	3	1	2	3	4	5	6
Course well versed with the subject definition, function and processes. It will be able to understand what are the basic functions of B2B marketing	It helps to learn how to analyze a customer and their relationship in the B2B market.	While consumers choose products based not only on price but on popularity, status, and other emotional triggers, B2B buyers make decisions on price and profit potential alone. So, getting an insight on these concepts would enhance the understanding of B2B marketing	As the name suggests “Business to Business Marketing” (B2B Marketing) refers to the exchange of either goods or services or both between two businesses (organization/firm).	“Business to business marketing” also known as industrial marketing involves the sale of goods and services by one organization to the other which in turn either further sells them to the consumers or use them to support their own system.	1	2	3	PO1- Introduction to B2B Marketing	PO2 - Customer Analysis- CRM strategies	PO3 - Assessing Market opportunities- Environmental changes impacting supply chain power	PO4 – Strategic market planning- Managing products for business markets- Managing business marketing channels.	PO5 – Pricing- Business Marketing Communication	PO6 – B2B Branding
On completion of this course the students should be in a position to exhibit the following learning skills:													
Course Learning Outcomes (CLO):	<i>At the end of this course, learners will be able to:</i>				<i>Level of Thinking (Bloom)</i>	<i>Expected Proficiency (%)</i>	<i>Expected Attainment (%)</i>						
CLO-1	To understand and identify opportunities in B2B Markets To understand the marketing mix, philosophy and value chain. To identify the current trend and changes in Business Marketing.				1	60	50	M	H	H	M	L	M
CLO-2	To identify the Organizational buying process and Buyer-seller relationship To Study on the customer relationship management and acquiring right customers.				1	50	70	L	H	L	L	M	M
CLO-3	To analyze the segmenting of business market To study the segmentation process To study the product life cycle and technology adoption life cycle.				2	80	75	M	H	L	L	M	M
CLO-4	To learn about the formation of business model To study about the strategic planning To familiarize with the business marketing channels (Direct and Indirect Channels)				2	80	70	M	H	M	L	M	M
CLO-5	To understand the pricing process in business markets. To understand the role of B2B branding, Brand dimension and branding strategy.				3	90	80	M	H	H	L	M	M

Duration (hour) / Unit		6 /1	6/2	6/3	6/4	6/5
S-1	SLO-1	Marketing Fundamentals Marketing Mix	Organization buying process	Segmenting the business market	Marketing strategic role- Hierarchy of strategies-	Value in Business market- pricing process-responding to price attacks by competitors- Competitive bidding
	SLO-2	Philosophy and Culture	forces shaping the buying process	Segmentation requirement and benefits	Components of a business model	Role of advertising
S-2	SLO-1	Difference between business and consumer market	Relationship marketing	Segmentation process	Building a strategy plan	managing B2B advertising
	SLO-2	Derived Demand and supply chain	Buyer seller relationships	Segmentation strategy	Product quality and customer value.	measuring advertising effectiveness
S-3	SLO-1	Bullwhip effect- Volatility	Understanding customer business	Estimating segment demand	Product Policy- Technology adoption life cycle	Relationship marketing strategy Managing sales force
	SLO-2	Market structure	measuring customer profitability	Methods of forecasting demand	Business marketing channels	B2B branding
S-4	SLO-1	value chain	Managing unprofitable customers	Qualitative/ quantitative	Direct/Indirect channels	holistic branding
	SLO-2	Direct vs support activities	Finding customers	CPFR Classifying the B2B Market environment	integrated multichannel modes	Branding dimension
S-5	SLO-1	trends and changes in business marketing	CRM	Micro environment usefulness of classification	channel design	Brand strategy
	SLO-2	Adoption of IT and Internet	CRM strategies	Value network and supply chains	channel administration Defining e-commerce	Branding as standard
S-6	SLO-1	Supply chain Management	Strategic alliances	Product life cycle	key elements supporting e commerce	defending the brand
	SLO-2	Time Compression	social ingredients of alliance success.	technology adoption life cycle	strategic role of e-commerce.	Building a strong brand

Learning Resources	<ol style="list-style-type: none"> 1. Michael. D.Hutt, Thomas W.Speh, “Business Marketing Management,B2B”, Tenth Edition, Cengage Learning. (T1) 2. K.Venkatraman, “B2B Marketing”, First Edition, 2017, Notion Press (T2) 3. Sharma Dheeraj, Michael D.Hutt, Thomas W.Speh, “B2B Marketing: A south-asian perspective”, 11th Edition, 2014, Cengage Learning. 4. Robert Vitale, Joseph Giglierano and Waldemar Pfoertsch, “Business to Business Marketing- Analysis and Practice”, Pearson Learning.
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Learning Assessment											
	Bloom’s Level of Thinking	Continuous Learning Assessment (50% weightage)								Final Examination (50% weightage)	
		CLA – 1 (10%)		CLA – 2 (15%)		CLA – 3 (15%)		CLA – 4 (10%)		Theory	Practice
		Theory	Practice	Theory	Practice	Theory	Practice	Theory	Practice		
Level 1	Remember Understand	15	15	20	20	15	15	15	15	15	15
Level 2	Apply Analyze	20	20	15	15	15	15	20	20	20	20
Level 3	Evaluate Create	15	15	15	15	20	20	15	15	15	15
	Total	100 %		100 %		100 %		100 %		100 %	

CLA – 4 can be from any combination of these: Assignments, Seminars, Tech Talks, Mini-Projects, Case-Studies, Self-Study, MOOCs, Certifications, Conference Paper, etc.

Course Designers		
Experts from Industry	Experts from Higher Technical Institutions	Internal Experts
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