

Marketing
Course Number: 22:630:606
Course Title: Business-to-Business Marketing

COURSE DESCRIPTION

To help you gain an understanding of marketing activities and how they are best implemented, the course emphasizes both theory and practice. However, greater attention is focused on practice, i.e., how marketing decisions are made in the supply chain environment. To achieve this end, the lectures provide a thorough and easy to understand discussion of business marketing. The lectures are supplemented with a reference textbook and several articles. The articles are posted on the course web page.

COURSE MATERIALS

TEXTBOOK

Michael D. Hutt and Thomas W. Speh, Business Marketing Management 11th Edition, (Mason, OH: South-Western Cengage Learning, 2013)

WARNING: This book is very basic and does not cover a lot of the more advanced topics taught in this class! So you are not required to purchase it, but you may find it useful in looking up some of the concepts taught in the class (you may be able to find a cheaper digital copy or an earlier edition and it should still be useful). See weekly reading list for more information.

LEARNING GOALS AND OBJECTIVES

The objective of this course is to help you develop an understanding of marketing in the supply chain context. Introduces marketing from the perspective of both the seller and the buyer. Students will develop and understanding of buying behavior, customer insights and marketing research, marketing strategy, brand and product management, pricing, integrated marketing communications, distribution, and global marketing. Students will be able to apply the concepts, tools, and frameworks learned in the course to real world marketing situations.

POLICIES

- Please *do not* call the SCM or Marketing Department about grades or other course information. The administrative staff in the Department do not have this information.
- Important announcements will be posted on the course web page.
- Final course grades are final. Changes will only be made only if there is a mistake in the calculation of the final grade.

- Accommodating students with special learning needs: In accordance with the university policy, students with documented sensory and/or other learning disabilities should inform the professor, so that their special needs may be accommodated.
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PREREQUISITES

There are no prerequisites for this course and you do not need prior marketing knowledge to understand the course content.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (<http://academicintegrity.rutgers.edu/>)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, “On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.” I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don’t let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

MARKETING AUDIT PROJECT

Students will be assigned the task of developing a Marketing Plan Audit covering the major topic areas discussed in class, with respect to a major brand. A list of potential target brands will be provided to the class and each team will submit a request of the brand that the team wants to audit. Brands will be assigned on a first-come first-served basis. Project grade will be subject to peer evaluation. The final individual project grade will be a function of the quality of the paper, as well as the peer evaluations submitted by each member of the team.

ASSIGNMENTS

There are two individual assignments that you need to complete for this class.

Assignment 1: In a company you are familiar with, explain the role that marketing plays in its day to day operations. Discuss how different departments contribute to the marketing function.

Assignment 2: Utilize the Consumer Based Brand Equity framework to analyze Samsung and Apple in the smart phone market. Explain how their brand equity contributes to their market performance.

STUDENT EVALUATION

The evaluation of your performance in this class encompasses all areas of the course in which it is expected that you will be actively involved.

The grading criteria are:

Grading Criteria	
CATEGORY	PERCENT
Exam 1	20
Exam 2 (cumulative)	30
Marketing Audit Project	30
Assignments	10
Participation	10
TOTAL	100

Your final grade will be based on the total points you accumulate for the various course activities: 93%+=A, 80%+=B, 70%+=C, and 60%+=D. Grades will be posted on the class website on a regular basis. Please review the postings and communicate with me if there are discrepancies. Point totals are **NOT** rounded up at the end of the semester.

EXAM DATES AND POLICIES

There will be two exams. The first exam will cover the material indicated on the course schedule prior to the exam. The second exam will be cumulative. Sufficient advance notice of the timing of each exam is being provided so making yourself available for the exams should pose no problem. There will be no make-up exams. **Suggestion for studying for the exams: Make certain you have studied, and understand the concepts and ideas discussed in lectures, the textbook, and articles covered by the exam prior to the exam.**

COURSE SCHEDULE

Course Schedule	
Date	Topic
Module 1 Week of ()	<i>Marketing in Supply Chains</i> Textbook Chp. 1 & Chp. 3 HBR Article "Marketing Myopia" Assignment 1 Due
Module 2 Week of ()	<i>Buyer Behavior</i> Textbook Chp. 2 RBR Article: "How millennials are changing organizations" RBR Article: "When (Firsthand) Experience Matters less than You Expect" RBR Article: "Inspirational Appeals Are More Effective: The Influence of Strength Emotions on Persuasion and Donation"
Module 3 Week of ()	<i>Customer Insights</i> RBR Article: "Social Exclusion Stimulates Product and Brand Switching" RBR Article: "Quest for the Grail: Measuring the Incremental Influence of Promotions in a Digital Big Data World" RBR Article: "Logistics Managers' Index"
Module 4 Week of ()	<i>Marketing Strategy Process</i> RBR Article: "The Six Faces of Value Co-creation: A Field Guide for Executives" HBR Article: "Core Competencies"
Module 5 Week of ()	<i>Segmentation-Targeting-Positioning.</i> Textbook Chp. 4 and Chp 5
Module 6 Week of ()	Exam
Module 7 Week of ()	<i>Brand Management</i> Textbook Ch 7 HBR Article: "Building Customer Based Brand Equity" Assignment 2 Due
Module 8 Week of ()	<i>Product Management and Product Innovation in SC</i> Textbook Chap 8 and Chap 9. RBR Article: "How to Learn from Failure. Organizational Creativity, Learning, Innovation and the Benefit of Failure"
Week of ()	
Module 9 Week of ()	<i>Distribution</i> Textbook Chp. 10 & 11. HBR Article: Omni Channels SMR Article: Omni Channel World
Module 10 Week of ()	<i>Pricing</i> Textbook Chp. 12
Module 11 Week of ()	<i>Integrated Marketing Communications (IMC)</i> Textbook Chp 13 & 14 RBR Article: "The Case for Product Placement"

Module 12 Week of ()	<i>Global Marketing</i> Textbook Chp 6 RBR Article: “Targeting Middle-class in Emerging Markets: The Case of Brazil”
Module 13 Week of ()	<i>Exam (Cumulative)</i>
Module 14 Week of ()	<i>Marketing Audit Project Completion and Submission DUE ON</i>

SUPPORT SERVICES

If you need accommodation for a *disability*, obtain a Letter of Accommodation from the Office of Disability Services. The Office of Disability Services at Rutgers, The State University of New Jersey, provides student-centered and student-inclusive programming in compliance with the Americans with Disabilities Act of 1990, the Americans with Disabilities Act Amendments of 2008, Section 504 of the Rehabilitation Act of 1973, Section 508 of the Rehabilitation Act of 1998, and the New Jersey Law Against Discrimination. More information can be found at ods.rutgers.edu.

[Rutgers University-New Brunswick ODS phone (848)445-6800 or email dsoffice@echo.rutgers.edu]

[Rutgers University-Newark ODS phone (973)353-5375 or email ods@newark.rutgers.edu]

If you are *pregnant*, the Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy.

[Rutgers University-New Brunswick Title IX Coordinator phone (848)932-8200 or email jackie.moran@rutgers.edu]

[Rutgers University-Newark Office of Title IX and ADA Compliance phone (973)353-1906 or email TitleIX@newark.rutgers.edu]

If you seek *religious accommodations*, the Office of the Dean of Students is available to verify absences for religious observance, as needed.

[Rutgers University-New Brunswick Dean of Students phone (848)932-2300 or email deanofstudents@echo.rutgers.edu]

[Rutgers University-Newark Dean of Students phone (973)353-5063 or email DeanofStudents@newark.rutgers.edu]

If you have experienced any form of *gender or sex-based discrimination or harassment*, including sexual assault, sexual harassment, relationship violence, or stalking, the Office for Violence Prevention and Victim Assistance provides help and support. More information can be found at <http://vpva.rutgers.edu/>.

[Rutgers University-New Brunswick incident report link: <http://studentconduct.rutgers.edu/concern/>. You may contact the Office for Violence Prevention and Victim Assistance at (848)932-1181]

[Rutgers University-Newark incident report link: https://cm.maxient.com/reportingform.php?RutgersUniv&layout_id=7 . You may also contact the Office of Title IX and ADA Compliance at (973)353-1906 or email at TitleIX@newark.rutgers.edu. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or email run.vpva@rutgers.edu]

If students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate, you should submit a request via <https://temporaryconditions.rutgers.edu> .

If you are a military *veteran* or are on active military duty, you can obtain support through the Office of Veteran and Military Programs and Services. <http://veterans.rutgers.edu/>

If you are in need of *mental health* services, please use our readily available services.

[Rutgers University-Newark Counseling Center: <http://counseling.newark.rutgers.edu/>]

[Rutgers Counseling and Psychological Services–New Brunswick: <http://rhscaps.rutgers.edu/>]

If you are in need of *physical health* services, please use our readily available services.

[Rutgers Health Services – Newark: <http://health.newark.rutgers.edu/>]

[Rutgers Health Services – New Brunswick: <http://health.rutgers.edu/>]

If you are in need of *legal* services, please use our readily available services: <http://rusls.rutgers.edu/>

Students experiencing difficulty in courses due to *English as a second language (ESL)* should contact the Program in American Language Studies for supports.

[Rutgers–Newark: PALS@newark.rutgers.edu]

[Rutgers–New Brunswick: eslpals@english.rutgers.edu]

If you are in need of additional *academic assistance*, please use our readily available services.

[Rutgers University-Newark Learning Center: <http://www.ncas.rutgers.edu/rlc>]

[Rutgers University-Newark Writing Center: <http://www.ncas.rutgers.edu/writingcenter>]

[Rutgers University-New Brunswick Learning Center: <https://rlc.rutgers.edu/>]

[Optional items that many faculty include:

- Students must sign, date, and return a statement declaring that they understand the RU Academic Integrity Policy.

- Students must sign, date, and return a statement declaring that they understand this syllabus.]