

**Marketing**  
**Course Number: 29:630:370**  
**Course Title: Business-to-Business Marketing**

## **COURSE DESCRIPTION & LEARNING OUTCOMES**

Business-to-Business refers to marketing activities that are directed toward businesses, governments, and not-for-profit organizations - as opposed to consumers.

This course will introduce you to Business-to-Business (B2B) marketing from the perspective of both the seller and the buyer. Covering Marketing strategy and product/Market planning systems; selling and management of the sales force; marketing research and competitive intelligence; pricing and promotion; management of auxiliary services: and industrial buying behavior.

Including understanding the distinction between business markets and consumer markets, the objectives of the course also include an understanding of specific issues and problems faced firms by having organizations as customers; getting to know some tools and concepts with which firms analyze and answer to these challenges; acquiring the capability to identify and analyze some underlying mechanisms of the challenges on business markets. An important aspect of that is how it can best handle its relationships with other firms (its customers).

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## **COURSE MATERIALS**

Textbook:

Business to Business Marketing

Authors: Vitale, Giglierano, Pfoertsch Pearson  
Prentice

ISBN: 978-0-13-605828-1

Canvas:

It is your responsibility to ensure that you can log onto and access the course in Canvas. I will use Canvas extensively to post class slides, grades, and announcements. You will need to check it each week.

## 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](http://business.rutgers.edu/ai) for more details.

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## ATTENDANCE AND PREPARATION POLICY

- If I am to be absent, I will send you notice via email and Canvas in advance.
  - In the event you are running late, use the back entrance.
  - For weather emergencies, consult the campus home page.
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## CLASSROOM CONDUCT

- Refrain from (1) using cell phones (2) talking while I am lecturing.
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## GRADING POLICY

Your grade will be determined by the following evaluations:

- Exam 1: 45%
- Exam 2: 45%
- Class Attendance: 10%

Grades for exams will be handed out in class as soon as they are graded. If you feel I have made an error, submit your written argument to me within 2 days of receiving your grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error.

Grading Scale:

- A = 91.00%-100%
- B+ = 87.00%-90.99%
- B = 80.00%-86.99%

C+ = 77.00%-79.99%

C = 70.00%-76.99%

D = 60.00%-69.99%

F = 0%-59.99%

### **FINAL GRADE**

**Note that your final grade is not subject to negotiation.**

If you feel I have made an error, submit your written argument to me (along with supporting documentation) within one week of receiving your final grade. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot give you a grade that you did not earn, and it is dishonest to attempt to influence me to do so.

### **EXAMS (90%)**

There will be two (2) non-cumulative exams during this semester. Your scores on the 2 exams will account for 80% of your total grade course. You will be allotted the entire class time to complete the first exam, beginning from the start of a class. You will be allotted the entire class time for the second exam, beginning from the start of a class. If you miss an exam without prior approval from me based upon a legitimate reason, you will receive zero (0) points for that exam. If you miss an exam for a documented and approved reason, you will be administered a make-up exam. I will give you a non-negotiable date by which this make-up needs to be completed.

### **ATTENDANCE (10%)**

Each student will be allotted two unexcused absences. Any other absences must be communicated in advance.

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### **COURSE SCHEDULE**

<b>CLASS AGENDA</b>
Introductory Overview & Chapter 1
Chapters 2 & 3
Chapters 4 & 5
Chapters 6 & 7
Chapters 8 & 9
Chapters 10
Chapters 11

<b>MIDTERM REVIEW &amp; MIDTERM EXAM</b>
Chapter 12
Chapter 13
Chapter 14
Chapter 15
Chapter 16
<b>FINAL EXAM REVIEW &amp; FINAL EXAM</b>

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## 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](http://ods.rutgers.edu).

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

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

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

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

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