Marketing
COURSE NUMBER: 29:630:370
COURSE TITLE: Business-to-Business Marketing

COURSE DESCRIPTION

II. Course Description

This course introduces business-to-business marketing from the perspective of both the seller and the buyer. It covers 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.

COURSE MATERIALS

III. Methods of Instruction

In presenting the class, I shall make use of a variety of teaching methods that include lectures, discussion and guest speakers on current events topics; case studies, and written assignments. I believe in active learning and as such, the style adopted in this course is highly interactive. Offering your views and interpretations through active participation will add to the quality of discussion and learning. Differing opinions are welcome as they provide food for thought. Class meetings will organize marketing concepts, clarify the material and correlate real life examples from the business world.

IV. Textbook and Other Reading Material

FINAL GRADE ASSIGNMENT

V. Grading Policy

- Midterm 30%
- 2 Written Case 40%
  Problems @20% each
- Final 30%

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COURSE SCHEDULE

January 23. Introduction; Overview of Course

30. Chapter 1

February 6. Chapter 2 and 3

13. Chapter 4 and 5

20. Chapter 6 and Case 2(w)

27. Chapter 7 and 8 Review for amid-Term

March 6. Mid-Term Exam

13. Chapter 9 and 10

27. Chapter 11 and 12

April 3. Chapter 13 and Case 6(W)

14. Chapter 14 and case 3

17. Chapter 15 and Case 4 and Review for Final

24. Chapter 16 and Case 5

May 1. Final Exam

Case = Case Problem
Case (W) = Written Assignment