

**Marketing**  
**Course Number: 33:630:370**  
**Course Title: Business to Business Marketing**

## **COURSE REQUIREMENTS**

1. Textbook to serve as an outline of the course and topics
2. Emphasis on topics covered but read the entire chapter each week.
3. Lectures to include textbook material, personal experience, current events and press articles, business publications, case discussion and guest speakers.
4. Besides Final you are responsible for a team presentation. Your team presentation can either be a case analysis or a critique of a B to B Marketing issue with any company or any industry that you are interested in.
5. Find a team of 4 (or 3) people work on project together.
6. We will be using the book Business to Business Marketing; analysis and practice by Vitale, et al. Published by Pearson
7. Book has cases in it that we will use rather than purchase separately
8. You may be required to purchase other readings

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## **TEAM PRESENTATION REQUIREMENTS**

1. Students all to work on a presentation in teams of 4—you will work on a case or on a current real-world Marketing problem. Teams will be assigned to cases or a real Marketing problem.
2. Review and analysis of a Business or industry--instructor approval; Pick a problem, product or market issue that the company faced and how it was or should be addressed. Analyze the company approach for Marketing their products or services. Review their competition and how they addressed it. Present to the class. More detail to follow.
3. Slides to be submitted after presenting.
4. Powerpoint presentation. Presentation to count 40% of grade. All members of the team must present.
5. Skills needed: research, writing, presenting, and collaboration. Grade based on Content, Slide quality, Use of course concepts, Presentation skills, Collaboration.
6. You will get one team grade for this part of the course.
7. Case analysis outline to be provided separately.

8. There will be several guest speakers on dates to be announced. Guest speaker material will be included on the final.

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## 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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## GRADING POLICY

Team Presentation-Case or Marketing review	40%
Mini-midterm exam (short answer exam-date TBA)	15%
Final exam (longer exam-with some essay component)	30%
Ongoing Class Attendance and Participation	15%

(attendance will be taken and included in your grade)

(I plan on using the Canvas attendance tool)

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## COURSE SCHEDULE

Tentative schedule Outline (subject to change-updates weekly on Canvas)

Intro; Chapter 1; Marketing Myopia

Chapter 2 and 3- B to B Markets and Organizational Buying—case discussion TBA

Chapter 3 continued/ begin chapter 4

Teams meet to identify company/industry or case for presentation; assign responsibility and work schedule; submit topic by next week.

Chapters 4 (continued) and 5- Legal and Regulatory; Antitrust; Business Strategy

Chapter 6 and 7-Competition, Segmenting and Targeting

Working class time--teams to use class time to work on project and presentation—no lecture ()

Chapters 8, 9, and 10- Product and Services Values, Innovation and Pricing

Chapters 11 and 12- Business Development and Selling

Team presentations of cases or Marketing problem---

5 teams present each week TBA

Chapters 13 and 14- Branding and Supply Chain--

Chapters 15 and 16 -- Communication, Business Ethics and Crisis Mgt.

final lecture TBD plus possible Final exam (TBA)

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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.]