

B2B MARKETING

Credits	2
Faculty Name	Dr. Sayandeep Bhattacharyya
Program	Executive MBA program (EMBA)
Academic Year and Term	Term-3

1. Course Description B2B Marketing / Industrial Marketing is a dynamic subject; purchase decisions are being made in the light of organization's culture, profitability, short- and long-term goals. Individual's preference is negligible; collective decisions are being made. Various stake holders' proper psychological analysis is one of the key factors for the success. Influence of advertising, sales promotion are minimal; proper analysis of buying centre, market intelligence and interpersonal relationship with the customer are leading factors to win the contract.

2. Student Learning Outcomes (typically 3-5 bullet points) :

- Be able to understand the philosophy of B2B Marketing as whole
- Be able to analyze customers' pain points and offer right solutions to avoid competition
- Be able to deal in a professional way with the customer's buying center
- Be able to enhance the skill of Interpersonal Relationship

3. Required Textbooks and Reading Material:

- Text Book: B2B MARKETING by Michael D.Hutt | Dheeraj Sharma | Thomas W.Speh

4. Tentative Session Plan

Session Number	Topics/Activities	Reading/case list etc.
1	Overview: Basics of Industrial Marketing - Industrial Customer and Nature of Industrial Demand; Major Equipment, Industrial Products – Raw and Processed Material; Industrial Marketing vs. Consumer Marketing; Difference between B2B and B2C offerings	Textbook /Class Lecture
2	Industrial Services: Install Base Mapping, Equipment Accessories, Spare Parts, Service Management, Modernization, Industry 4.0 (Digitalization), Mapping Customer Feedback	Textbook /Class Lecture
3,4,5	Organizational Buying: Organizational Customer – Buying Behavior; Environment & Organizational Influences; The Buy Grid Model - Buy Phases; Buying pattern – Private vs. Govt. Customer; Pre-tendering Phase, Eliminating Competition; Understanding the Customers' Brain; Buying Decision Making - Process & Procedures; Buying Centre – Concept, Role and Analysis; Interpersonal Dynamics of Industrial Buying Behavior; Buying - Concept of Active Promoter; Essentials of tender document; Ethics in Purchasing	Textbook /Class Lecture

Session Number	Topics/Activities	Reading/case list etc.
6,7	Market Intelligence: Market Segmentation, Segmentation Process; Organizational Demand Analysis and Sales Forecast; Identifying the Decision Maker, Opportunity Qualification; Strategic Positioning, Value Proposition; Basics of CRM tools	Textbook /Class Lecture
8,9	Channel Management: Various Modes of Sale, Establishing Distribution Channel, Selection of a Distributer, Use of Middleman - Advantages and Disadvantages, Rate Contract; Ownership of Salesperson; Channel Management	Textbook /Class Lecture
10,11	Pricing: Pricing Process - Product, Services and Solutions; Selecting Pricing Method, Adopting the Price, Monitoring Competitors' Price, Competitive Bidding	Textbook /Class Lecture
12	Sales Promotion: 4Ps and 7Ps approach; Mapping the Customer, Personal Selling, Referral Selling, Influencing the buyer- Top Down and Bottom Up approach; Other form of Sales Promotion	Textbook /Class Lecture
13	Case Study: I	Case Study Material /Class Lecture
14	Case Study: II	Case Study Materials /Class Lecture

5. Evaluation: Quiz (30 Marks), Assignment (30 Marks), End Term (40 Marks)

6. Academic Integrity: Honesty, trust, fairness, respect, responsibility, and courage.