

XAVIER INSTITUTE OF MANAGEMENT BHUBANESWAR
Post-Graduate Programme in Management

*Course: **Business-to-Business Marketing** (Elective)*

Term-V, 2009-2010
PGP-II

Name of the Professor: **Dr.Saji Nair**

Credit: **3 units**

Session duration: **90 minutes**

COURSE PLAN

Preamble:

This course facilitates an understanding of the marketing practice as applied to marketing products and services to business / organizational customers. Business / Industrial markets differ from consumer markets in several ways. Typically, the buying process is more complex, the buying unit and purchase criteria differ, and order fulfillment may require coordination both internally with other functional groups and externally with channel or alliance partners. In addition, selling and sales management are often core components of go-to-market activities in B2B situations.

Course Objectives:

The major objective of this course is to equip the students with up-to-date skills, knowledge, and insights for managing the business-to-business marketing process in the technology-intensive and innovative organisations of tomorrow. The specific objectives of the course include:

1. To help describe the nature, structure, and distinguishing characteristics of the business market;
2. To recognize the basic components needed for analyzing organizational buying behavior in the business market;
3. To identify the procedures in demand analysis and modern business analysis;
4. To identify the procedures to be followed in technology acquisition and new industrial product development;
5. To outline the operational frameworks for developing marketing plans in the business-to-business context.

Teaching Method:

The discussion teaching method will be followed for the learning purpose. The focus will be on the knowledge, skills and attitudinal requirements of the students. The course will present a mixture of lectures, cases, readings, a negotiation exercise, a team project, and a terminal examination. The case-study sessions present several issues, still being debated in firms across the globe, related to business-to-business marketing. Other sessions will focus on "learning from theory" -- the careful examination of past examples in order to derive lessons applicable to the business-to-business marketing issues of today and tomorrow.

Reference Books:

No textbook is chosen to use for this course. It is found that most are too long and detailed for the time we have available, and many are too elementary -- basic marketing textbooks with many industrial marketing examples. Rather, a set of useful readings, cases, and exercises have carefully been chosen for the participants of the course. In addition, the following ones are suggested as **reference books**:

1. Michael D. Hutt and Thomas W. Speh (2008); *Business Marketing Management: B2B*, Ninth Edition, *Thomson Learning Inc.*, Noida, India
2. Kotler, P.; Keller, K.L.; Koshy, A.; and Jha, M. (2008); *Marketing Management* (Thirteenth Edition), Pearson Education (Singapore) Pte. Ltd., New Delhi, India

The Evaluation Scheme:

The weight-ages attached to the different components of evaluation are as follows:

Component	Weight-age (%)
Class Participation	20
Pricing Negotiation exercise	10
Two-stage team project	30
Terminal Examination	40
Total	100

SESSIONS PLAN

Sessions – 1 & 2

Topic : Introduction to the Industrial / B2B Marketing perspective

Reading-1: “What Is Industrial Marketing?”,
(*Authors: V.Kasturi Rangan & Bruce Isaacson; Harvard Business School*)

Sessions – 3 & 4

Topic : Business Buyer Behaviour;
The Customer-Company-Competitor analyses

Case-1 : Emerson Process Management

Case-2 : Dexit – A Marketing Opportunity

Session – 5

Topic : Technology Acquisition by ‘R&D’ in B2BM;
Dynamics of R&D – Marketing Interaction in B2BM

Case-3 : American Switching Systems

Sessions – 6 & 7

Topic : Technology Acquisition by ‘Transfer’ in B2BM

Case-4 : Biral International (A)

Sessions – 8 & 9

Topic : Transfer Mechanisms: Role of Relationship in B2B context

In-Class Exercise: Pricing Negotiation in the context of an IJV

Session – 10

Topic : Assessing Market Potential and Sales Potential

Reading-2: “Four Steps to Forecast Total Market Demand”,
(*Author:* F.William Barnett; *Harvard Business Review*, July-August 1988)

Sessions – 11 & 12

Topic : Managing New Industrial Product Development (NPD) process;
Managing Technology-risk in NPD process

Reading-3: “Assessing Risk – A Case Study”,
Journal of Research Technology Management, No.2, pp.32-38.
(*Authors:* Hartmann & Lakatos, Xerox Inc.)

Sessions – 13 & 14

Topic : Pricing of Industrial Products

Case-5 : Computron (A)

Sessions – 15 & 16

Topic : Placing the Industrial Products

Case-6 : Hewlett-Packard ISD: Sonos 100 C/F Introduction

Sessions – 17 & 18

Topic : Promoting Industrial Products;
Generic Industrial Product Marketing Strategies; & B2B Marketing Plan

Case-7 : National Chemical Corp.: Tiger-Tread

Session – 19

Topic : Bringing an Industrial Product from the Laboratory to the Market

Case-8 : Borono-198: New Product Marketing Strategy

Session – 20

Topic : Review of the course and wrap up

In-Class Exercise: Team-project final-report submission and *viva voce*

*** *Best wishes!****