

NIRMA UNIVERSITY
Institute of Management
Master of Business Administration (Full Time) Programme/
Integrated Bachelor of Business Administration-Master of Business
Administration Programme/
Master of Business Administration (Family Business &
Entrepreneurship) Programme

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Course Code	MFT5SEMM02 MBM5SEMM02 MFB5SEMM02
Course Title	Business-to-Business Marketing

Course Learning Outcomes (CLO):

At the end of the course, the students will be able to:

1. Analyze competitive realities of organizational buying, cross-functional decision-making process
2. Design marketing mix for a company in business markets
3. Apply various marketing tools to the strategic marketing problems faced by managers in Business-to-Business marketing.
4. Evaluate the complexities of new technologies pertaining to B2B Markets and its impact on emerging realities of B2B e-Commerce.

Syllabus

Teaching hours

<p>Unit I: Overview and concepts of Business markets</p> <ul style="list-style-type: none"> • Overview of Business-to-Business Markets: Changing Trends • Models of Business buyer behavior • Total Quality Management • Managing Vendors 	05
<p>Unit II: Segmenting business markets and Product Price and Placement</p> <ul style="list-style-type: none"> • Segmentation of Business Markets • Product Decision and Strategies • Business Pricing Decision • Distribution Decisions and Supply Chain Management 	09
<p>Unit III: e-Business practices and Business markets</p> <ul style="list-style-type: none"> • Online Business-to-Business Markets • E-Business Models for B2B Markets • E-commerce Strategies in Business Markets • Relationship Strategies in Business Markets 	08

Unit IV: Business marketing communication, Planning and implementation and contemporary issues <ul style="list-style-type: none"> • Business marketing communication, • Use of Social Media in Communicating with Business Markets • Business marketing strategy, Planning and Implementation • Ethical issues in Business markets • Contemporary issues in Business Markets 	08
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Suggested Readings:

1. Sharma, D., Hutt, M.D., and Speh. T.W., Business Marketing Management: B2B₁ (Cengage learning)
2. Rangan, V. K., Shapiro, B. P., and Moriarty Jr. R. T., Business Marketing Strategy: Cases, Concepts, and Applications. Burr Ridge, IL: Irwin.
3. Bigham, Jr. F.G., Business Marketing Management, (Illinois, NTC Business Books)
4. Morris, M.H., Industrial and organizational Marketing, (New York, Macmillan Publishing Company)
5. Reader, R.R., Brierty, E.G., Reader, B.H., Industrial Marketing; Analysis, Planning and Control. (New Delhi, Prentice Hall of India,)
6. Gross, A.C., Banting, P.M., Meridith, L.N., Ford, I.D., Business Marketing. (USA, Houghton Mifflin Company)

w.e.f. Academic Year 2019-20 and onwards