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Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Business to Business Marketing

1- Basic Information:

Course Name	Business to Business Marketing
Course ID	BMK611
Contact Hours (Registered Sessions)	36
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	54
Synchronized Session Work Load	24
Credit Hours	6
Course Level	6

2- Pre-Requisites:

Course	ID
Product and Brand Management	BMK604
Pricing and Distribution	BMK606
English Level 3	Eng3

3- Course General Objectives:

This course deals with issue regarding business-to-business marketing and shows the differences between consumer buying behaviors and organizational buying behaviors. It provides details about business market research, business market environment and business marketing mix (product, pricing, distribution and communications). In an addition to that, this course provides a clear picture on developing business marketing strategy and business selling process between organizations.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Gain an appreciation for the man differences between consumer marketing and business-to-business marketing and obtain sense of the changing nature of the business environment.
ILO2	Understanding the different categories of business markets and business customers.
ILO3	Gain understanding of different level of complexity of decisions made in the buying process and how business-to-business marketers can influence the process and understand how organizations develop and satisfy the requirements for selecting and maintaining relationships with suppliers.
ILO4	Understand the planning process for defining and executing business strategy and to be able to demonstrate an understanding of different strategy tools in developing business strategy.
ILO5	Identify the kinds of research methods employed in business to business marketing versus consumer marketing and know what kinds of data need to be collected on competitors and likely sources for these data
ILO6	Introduce the market information needs necessary for successful segmentation and understand when and how an analytic approach to segmentation is useful and develop an understanding of segmentation and how segmentation support business-to- business marketing.
ILO7	Gain a sense of what aspects of business to business marketing mix elements are (product or services-pricing-communication and distribution).
ILO8	Understand how to implement brand management in business-to-business marketing and understand the creation and application of brand management in order to compete successfully in business-to-business markets.
ILO9	Understanding the differences between selling in business-to-business markets and consumer markets.

5- **Course Syllabus** (36 hours of total Recorded Sessions , 24 hours of total synchronized sessions)

- **RS:** Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
1LO1	Chapter 1:introduction to business-to-business marketing	3	2	☐ Exercises ☐ **Assignments**	An assignment which may studying different

				☐ Seminars ☐ Projects ☐ Practices ☐ Others	issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILO2	Chapter 2: business-to-business environment	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILO3	Chapter 3: organization buying behavior	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILo4	Chapter 4:developinbg business-to-business marketing strategy	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILO5	Chapter 5: market research and competitive analysis	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILO6	Chapter 6:business market segmentation	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects	An assignment which may studying different issues in real business to business markets to focus on buying process,

				☐ Practices ☐ Others	market environment, segmentation, marketing mix, and selling…….
ILO7	Chapter 7: developing products/services strategies in business-to-business marketing	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILO7	Chapter 8:pricing in business-to-business marketing	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILO7	Chapter9:business-to-business marketing communication	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILO7	Chapter 10: marketing channels and supply chains	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….
ILO8	Chapter 11: business-to-business branding	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment,

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					segmentation, marketing mix, and selling…….
ILO9	Chapter12:business-to-business selling	3	2	☐ Exercises ☐ **Assignments** ☐ Seminars ☐ Projects ☐ Practices ☐ Others	An assignment which may studying different issues in real business to business markets to focus on buying process, market environment, segmentation, marketing mix, and selling…….

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration		Ex	Exams		Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments		PW	Practice Work			

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Gain an appreciation for the man differences between consumer marketing and business-to-business marketing and obtain sense of the changing nature of the business environment.	Gain an appreciation for the man differences between consumer marketing and business-to-business marketing	X		X		X
		Obtain sense of the changing nature of the business environment	X		X		X
ILO2	Understanding the different categories of business markets and business customers.	Explain different categories of business market	X		X		X
		Explain different category of business customers	X		X		X

ILO3	Gain understanding of different level of complexity of decisions made in the buying process and how business-to-business marketers can influence the process and understand how organizations develop and satisfy the requirements for selecting and maintaining relationships with suppliers.	Gain understanding of different level of complexity of decisions made in the buying process	X		X		
		Understand how organizations develop and satisfy the requirements for selecting and maintaining relationships with suppliers.	X		X		X
ILO4	Understand the planning process for defining and executing business strategy and to be able to demonstrate an understanding of different strategy tools in developing business strategy.	Understand the planning process for defining and executing business strategy	X		X		X
		Be able to demonstrate an understanding of different strategy tools in developing business strategy.	X		X		X
ILO5	Identify the kinds of research methods employed in business to business marketing versus consumer marketing and know what kinds of data need to be collected on competitors and likely sources for these data	Identify the kinds of research methods employed in business to business marketing	X		X		
		know what kinds of data need to be collected on competitors and likely sources for these data	X		X		X
ILO6	Introduce the market information needs necessary for successful segmentation and understand when and how	Collect the market information needs necessary for successful segmentation	X		X		X

	an analytic approach to segmentation is useful and develop an understanding of segmentation and how segmentation support business-to-business marketing.	Decide when and how an analytic approach to segmentation is useful	X		X	
		Develop of segmentation and how segmentation support business-to- business marketing.	X		X	X
ILO7	Gain a sense of what aspects of business to business marketing mix elements are (product or services-pricing-communication and distribution).	Deduce main elements in building business product strategy	X		X	X
		Deploy business pricing methods and strategies	X		X	X
		Evaluate promotion tools and use the appropriate mix	X		X	X
		Design the proper marketing channels	X		X	X
ILO8	Understand how to implement brand management in business-to-business marketing and understand the creation and application of brand management in order to compete successfully in business-to-business markets.	Understand how to implement brand management in business-to-business marketing	X		X	X
		The creation and application of brand management in order to compete successfully in business-to-business markets	X		X	X
ILO9	Understanding the differences between selling in business-to-business markets and consumer markets. and the ability to develop long term relationships with business	Analyze the differences between selling in business-to-business markets and consumer markets.	X		X	X

	customers	the ability to develop long term relationships with business customers	X		X		X

7- Practice Tools:

Tool Name	Description

8- Main References

1-Robert P. Vitale, Joseph J. Giglierano, and Waldemar Pfoertsch, *Business-to-Business Marketing: Analysis and Practice,* , Pearson/Prentice-Hall,2011.

2- Zimmerman,Alan,and Blythe,Jim, *Business-To-Business Marketing Management: A Global Perspective*, 2ed edition. by Routledge, 2013.

3-McNeil,Ruth, *Business-To-Business Market Research*, Kogan Page, London,2005.

4-Wright, Ray, *Business-to-Business Marketing*, Pearson Education Limited,2004.

5-C,A,Saavedra, *The Marketing Challenges For the Industrial Companies: Management for Professional*. Springer International Publishing,Switherland,2016.

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9- Additional References

1-Sarin,Sharad, *Business Marketing*: *concepts and Cases*, McGraw Hill Education,2013.

2-Bilgin,Zeynep,and Wuhrer,Gerhard, *International Marketing compact*, Linde International, 2014.

3-Egan,john, *Marketing Communications*, second edition, Sage publication ltd,2014

4-Kotler,Philip, *Kotler On Marketing*, the FreePress,2012.

5-Callingham,Martin, *Market Intelligence: How and Why Organization Use Market Research*, Kogan Page,2004.

6-Sabharwal,Dhruv, *Fundamentals Of Advertising and Public Relations,* Evincepup Publishing, 2018.

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