310-01 Business to Business Marketing

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Course Objectives
The basic objectives of this course are:

- To be able to articulate the differences between business markets and consumer markets
- Gain an appreciation of buyer behavior in business markets
- Understand the process involved in supplier selection and supplier evaluation
- Understand the relationships between marketing and supply chain management
- Be familiar with the importance of relationship management in facilitating business marketing activities.

My Personal goals for this class are to:

- Change the way you look at products you buy- you will gain an appreciation for what goes into a product and what drives the cost of products
- Train you to be marketing and business professionals
- Give you ammunition for interviewing- you will be well-read and have specific experiences to share in your interviewing process
- Gain comfort with thinking like a business person and using business acumen
- Acquaint you with successful business people to use as role models and references.

Course Approach
Classes will be a combination of discussion, projects and written assignments. You are expected to diligently read the text on a regular basis. You will be quizzed periodically on material covered in the text and class discussions. You will also hear from multiple guest speakers during the semester. They will be executives within business to business operations. Class participation is the key to your learning and enjoyment of the class. Your participation is expected and appreciated.

This class involves a great deal of work and dedication. You will be rewarded for your efforts through your course grade and you will certainly take skills (most specifically in analysis, writing, and strategy-formation) from these courses which are applicable in any business setting.


Prerequisite: Marketing 300
Grading
Letter grades will be assigned on a scale of A: 100-90%, B: 89-80%, C: 79-70%, D: 69-60%, F: 59% and below. Rounding at the end of the semester will be done if your grade is within a percent of the next highest grade. For example, 89.0 - 89.9% will be rounded up to a B+ (rather than a B) but not an A. Minuses (-) will be given at the teacher's discretion only in extenuating circumstances. No extra credit will be offered or available.

<table>
<thead>
<tr>
<th>Grading Element</th>
<th>Points</th>
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<tr>
<td>Case Study Analysis</td>
<td>60</td>
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<td>Exams (Midterm &amp; Final)</td>
<td>120</td>
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<td>In-Class Quizzes (4 total)</td>
<td>80</td>
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<td>Course Project (6 parts)</td>
<td>200</td>
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<tr>
<td>Article Write-Up</td>
<td>20</td>
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<tr>
<td>Advertisement &amp; Article Write-Up</td>
<td>20</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>500</strong></td>
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- If you are going to miss a class you may complete assignments/midterm BEFORE the scheduled class for full credit. Late assignments will be docked 10% for every 24 hours after 8:30pm the day the assignment is due. The Midterm will not be given late unless previously approved by the professor in writing.
- Quizzes will be given on an unannounced basis and may not be made up. If you are going to miss a class you may take a make-up quiz in advance. Please schedule this with your professor.
- Cheating, plagiarism, etc. are not tolerated in any capacity. If you are in violation of this you will be reported to the Marketing Department Chair who will make a University decision on disciplinary action. In addition, you may be expelled from this class.

Article/Advertisement Write-Ups (1 of each)
The Advertising assignment is simple and fun. Find an advertisement (from a magazine, online banner, newspaper, etc.) that is directed towards businesses/businesspeople. Write a 1-page paper describing what you think the target audience is and why you think the design choices are/are not suitable for that audience. Please submit a copy of the ad along with your paper.

For the Article write-up assignment, find an article in common business journals such as Business Week, Fortune, Forbes, Wall Street Journal, The Business Courier, The Cincinnati Enquirer, or similar publications. Look for articles pertaining specifically to B2B marketing strategies/issues/developments. Read the article then write a 1-page summary of the article. Your paper should include 1 paragraph summarizing the article, 1 paragraph on the B2B strategy or implications, and a final paragraph on your opinions/thoughts/recommendations on the business's approach to marketing. Please submit a copy of the article along with your paper.

Case Study
Case studies are real-life business situations that may mirror what you are faced up with in the business world. In the process of analyzing these business problems, you should put yourself in the role of Marketing Director and try to solve whatever issue exists in the best possible way given the facts of the case at the time it was written.
You are expected to analyze the situation of the organization and present a concise, well-reasoned statement of proposed actions. The following components should be present in your 3-5 page paper: situation analysis, problem definition, SWOT analysis, solution possibilities, and recommendation. Format is not as important as content. Exhibits/Attachments to your paper are permitted when applicable and used in the context of examples or to further validate your recommendation.

**Exams and In-Class Quizzes**
Periodically you will receive and in-class quiz (4 given without notice at the beginning of class through the semester) covering material discussed in class and/or covered in your textbook.

Exams (2 total) will be essay in nature and will focus on information presented in class and in the book in the chapters mentioned on the schedule. The final exam will be take-home in nature; thoughtful, provocative answers are anticipated as additional time and resources will be available.

**Course Project**
You will be partnering with 2 others in the class to develop a business-to-business marketing strategy for a product or service of your choice. You will be responsible for developing packaging and brand materials, diagramming the supply chain, explaining distribution channels, developing a strategy to reach your target customers, determining a pricing strategy, and developing a direct marketing piece. You will receive detailed instructions regarding the course project separately. Papers and presentations will be the deliverables for this project. Late assignments or missed presentation times are an immediate reduction of 25% of the available points. Attendance during all presentations is expected.

**Class Participation**
Class participation will involve discussion of articles, cases, text, lecture points and any assigned handouts. I strongly encourage you to use concepts from other courses and other disciplines in our discussions. Learning in this type of course comes from a thorough analysis of material and participation in class discussion. I may call on anyone to start discussions and it is expected that you have read and are familiar with the concepts prior to each class session.

*Your classmates and I are eager to hear your opinions and experiences. You will learn in this class. You will have fun this class. You can't do either if you're not here.*

Please see following page for a Schedule of Course events. This schedule may change due to weather, good discussion that merits more time, or new resources coming available (ie speakers, events, movies, articles, business market news, etc.). Chapters listed are to be read prior to the class meeting on that date. Items listed as “due” are to be submitted on that date and will only be accepted late with a 10% per day penalty applied.

If you have any questions or concerns please see me as soon as possible so that accommodations can be made.