

# **Business-to-Business Marketing**

## **MKTG 4831 (N)**

### **Fall 2017**

**Instructor:** Minna Rollins (D.Sc.)

**Office campus:** RCOB, Marketing & Real Estate

**Campus office hours:** Wednesdays 10.00am-4.00pm or by appointment

**Online office hours:** by appointment (phone or video conference)

**Office home:** (770) 847-8151, leave a message and your number

**Email:** CourseDen/D2L email or mrollins@westga.edu

**Campus email:** mrollins@westga.edu, write "B2B" on the subject line

**Classroom:** Online, one in-class meeting on November 15

#### **Required course texts and materials**

- 1) Lectures notes and readings in D2L
- 2) Simulation (will be purchased online, approximately \$40/student)
- 3) Textbook: Hutt and Speh, "Business Marketing Management", 10th or 11th edition (rent or buy)
- 4) Calendar (online or paper)

#### **Problems with CourseDen?**

**Email:** distance@westga.edu

**Phone:** 678-839-6248, M-F 8.00 AM - 5.00 PM

**Web site:** <http://help.view.usg.edu>, 24 hrs/ day - 365 days a yr

#### **Pre-requisites**

MKTG 3803 (GPA 2.00 or above required 2.00 and College of Business Major/Minor)

#### **Course Description and Objectives**

This course focuses on strategy development for marketers whose customers are other businesses, government agencies, and institutions. During the course, the wide range of topics in business-to-business marketing will be explored such as organizational buying behavior, segmenting, supply chain management, customer relationship management, product development, ecommerce, and sales management. Objectives of the this course are as follows:

- 1) Identify and understand the industrial, marketing, and business terms and concepts that are significant within the field business-to-business marketing.
- 2 ) understand the relationships of the key concepts in business-to-business marketing to each other and their relationship to marketing and/or business principles and practices in a global setting.
- 3) demonstrate how to apply and use these concepts in marketing and/or business situations.

4) demonstrate the preparation for entry into a career in industrial or business-to-business marketing and working effectively and comfortably in virtual teams.

### **Evaluation/Grading**

Exams (individual)	35%
Current issues (individual)	30%
Current issues (group)	5%
Simulation&presentation (group)	30%
Total	100%

1-100 scale will be used for all the assignments and assessments. Group evaluation is a mandatory assignment (not graded).

### **Syllabus quiz**

This is a mandatory quiz. You have to take it during the first week of classes and you have to receive 10/10 in order to continue in the class. There are three attempts.

### **Exams**

We have four short exams in this course and the lowest exam grades will be dropped. Exams consists of the combination of the following type of questions: true/false questions, multiple choice questions, the short answer, and essay/case questions. All exams are online exams. You have 45 minutes to complete each exam.

### **Simulation (group), simulation presentation, and group evaluation**

You will participate in the simulation in the randomly assigned virtual teams and create a presentation (recorded presentation). At the end of the simulation, you will fill out the group evaluation survey. You will purchase the simulation online, approximately \$40/student. Guidelines are given in CouseDen.

### **Current Issues (group and individual)**

This is a group assignment and individual assignment. As a group, you will find a current news article/video that relates to our topics in this course. (Schedule shows your topic such as CRM or SCM). You will summarize the article/video and add your own question to the class. You will post your summary and question on the discussion board by Tuesday noon, 12.00PM, of the week you are assigned. You will actively lead the discussion during that week (Tue 12.00PM – Sun 11.59PM). Discussion articles/questions have to be b2b marketing related, not consumer marketing questions. Posting a consumer marketing related article and question will give you 0/100 for this assignment. If

your group is unsure, if the article/video is suitable for this class, ask Professor to review it before you post it.

The second part of the current issues is an individual assignment. View this assignment as your class participation. You will choose five (or more!) discussions during the semester that you will participate in answering question that the group posted on the discussion board.

*The schedule for current issues will be in Courseden after the first week of classes.*

### **Grading Policy**

Exams are graded within 7 days from the due date of the exam/assignment. Exams/assignments are not graded until the availability has ended. For instance, if the exam is due Sep 1st and you complete the exam Aug 28th, your exam will be graded within 7 days from Sep 1st, not Aug 28th.

All short answers and essays in the exams have to be graded manually; therefore, you first receive "0" from the short answer or essay question right after submitting it.

Current issues assignment will be graded after last discussion is completed and simulation will be graded at the end of the semester.

### **Expectations & Basic Rules**

- Check Courseden at least three times a week, preferably daily, Mon-Fri.
- Communicate with your teammates: reply to emails, text, and phone calls concerning team assignments. Simply put: be a good team player.
- Read all assigned readings (articles, book chapters, lecture notes, videos) provided in weekly learning modules.
- Make-up exams: Make-up exams are given only if you have a valid excuse, such as you have been hospitalized during the week. Documentation is always required and make up exam is taken at the Department of Marketing and Real Estate. If you miss an exam due to technical difficulties you will not get a chance for make-up exam. Exception to this rule is technical problems at the University's IT system. Technical difficulties such as your internet connection is down in your apartment complex are not an excuse to miss an exam or not to submit your assignment. Use RCOB's computer labs to take exams. Make sure that you check your browser etc. to confirm that everything is working properly before taking exams. Sample quiz is open all semester for that purpose.

- Show an overall level of respect, courtesy, and professionalism toward both classmates and professor in all communication (in online classroom, email, chats, discussion etc.) Use spell check when you write emails.
- If you have any questions about the course material, ask help before the due dates and exam. If you have technical problems with Courseden, contact helpdesk.
- Email and phone policy: I reply to your emails and answer your phone calls as soon as I can during regular business hours Monday – Friday 8.00am - 5.00 pm EST. If your email/phone call has not been responded within 12 hours, please email/call again. In weekends, please email me to mrollins@westga.edu for the fastest response in the case of an emergency. Not knowing what is the topic for current issues is not an emergency.
- Please, review: Common Language for Course Syllabi file.

#### **ACADEMIC HONESTY/CHEATING:**

Receiving or giving help on work, the writing assignment, exams, and/or papers, or copying, utilizing, or retaining online or in-class exam or assignment content, will result in failure of this course and may result in dismissal from the University. The professor may utilize all means available, including but not limited to IP address monitoring, login data, metadata, and other computer forensic methods to detect cheating on assignments and other graded or non-graded work. In addition, UWG and the University System of Georgia (USG) are authorized to monitor for evidence of cheating, including monitoring external website activity (social media websites, etc.) accessed using UWG or USG resources.

You have no right of privacy for activity you engage in using UWG or USG equipment or services, including but not limited to computers, servers, wireless or wired internet. Any student caught by UWG or USG personnel, or by the professor directly, will be dealt with per the Academic Honesty policy. **DO NOT CHEAT.**

For the purposes of this class, the following statements in the Student Handbook and Appendix A of the Honor Code will be applied:

1. No student shall give or receive, or otherwise furnish or procure assistance not authorized in the preparation of an essay, report, examination, or other assignment in an academic course or in the fulfillment of program or degree requirements such as standardized examinations.

2. No student shall take, attempt to take, or otherwise obtain, gain access to, or alter in an unauthorized manner any material pertaining to the conduct of a class or to the completion of any program or degree requirement, including but not limited to tests, examinations, laboratory equipment, roll books, academic records, or electronically stored data.

3. Plagiarism is prohibited. Themes, essays, term papers, tests, and other similar requirements must be the work of the student submitting them. Direct quotations must be indicated and ideas of another must be appropriately acknowledged.

Failure to observe these standards will result in grade of F. Use of unapproved sources of information on the writing assignment or receiving/providing assistance on a chapter assignment will be deemed a violation of provision 1, above, and will result in failure of the course and possible expulsion from UWG.