

MKTG 4831, N01, BUSINESS-TO-BUSINESS MARKETING

SPRING 2019, 3CR, JANUARY 5 – MAY 7, 2019

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WOLF PACT

Protecting the integrity of a degree from the Richards College of Business at the University of West Georgia is the responsibility of the administration, faculty, staff, and students of the college. Our mission is “To become a globally recognized college of business preparing forward-thinking, responsible leaders.” Responsible leaders are ethical leaders, and this behavior begins in the classroom. One of our Strategic Goals is to demonstrate “...commitment to the principles of honesty and integrity in interactions and undertakings, [and] accountability for personal behavior...”. As such, we have developed the Wolf Pact in an effort to promote and maintain the highest standards of integrity, professional behavior, ethical actions, and personal conduct.

The purpose of this pact is to maintain that a degree from the Richards College of Business at the University of West Georgia is held in high regard by all internal and external constituents, and that a degree from the University of West Georgia is as meaningful in the future as it is today.

I have reviewed the information in this syllabus, and I agree to abide by the policies stated. I will conduct myself in accordance with the RCOB Wolf Pact to protect the integrity of my degree and all those others who receive a degree from the Richards College.

Signature: _____

917#: _____

Date: _____



INSTRUCTOR INFORMATION

NAME:

Minna Rollins (D.Sc.)

OFFICE LOCATION:

Miller Hall, Department of Marketing and Real Estate

OFFICE HOURS:

On campus Mondays or Wednesdays 10.00-3.00pm

Virtual office hours by appointment

CONTACT INFORMATION:

Phone: 770-847-81-51, leave a message and your

Email: mrollins@westga.edu

Communication Preference: I prefer for you to contact me using your UWG email or via CourseDen email

COURSE INFORMATION

DESCRIPTION

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.

PREREQUISITES

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

DELIVERY METHODS

Online and final exam in class

LEARNING GOALS

We will build on the following learning goals throughout the term:

- 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.

TEXTBOOKS AND MATERIALS

TEXTBOOK 1

Hutt and Speh, "Business Marketing Management", 11th edition (rent or buy)

ISBN-13: 978-1133189565

ISBN-10: 1133189563

COURSE MATERIALS

Lecture notes, videos, and article are located in CourseDen), no additional cost for students

COURSE POLICIES

COURSE DEN

Course is taught using CourseDen, final exam will be given in class, location and time will be announced after first week of classes

CLASS TECHNOLOGIES

MS Word, PowerPoint, Adobe

ASSIGNMENTS

Syllabus quiz and assessing your learning

Syllabus quiz 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. You have two attempts. In the first week of classes, you will assess your own learning and studying strength and weaknesses.

Chapter/topic quizzes

You have 30 minutes to complete each quiz. Quizzes are open 1-2 weeks.

Assignments/homework (5)

There are five assignments during this course. You have to submit them individually.

Article presentation

You will create a case presentation in the randomly assigned virtual teams. Guidelines are located in CouseDen in the Orientation module.

Article presentation quizzes (individual)

GRADING

Chapter quizzes (individual)	25%
Assignments (4/6)	25%
Article presentation and questions (group)	25%
<u>Final exam</u>	<u>25%</u>
Total	100%

A 0-100 scale will be used for all the assignments and assessments. Group evaluation and self-evaluation are mandatory, but not graded, assignments to pass the class.

COURSE CALENDAR

WEEK 1, JAN 5-9

Module 0 Orientation to b2b marketing

Readings:

- Orientation to the B2B course presentation and orientation recording
- Read Ch1
- Video: Working in virtual teams

Assignments:

- Syllabus quiz (mandatory)
- Introduce yourself (Discussion board)
- Assignment 0: Assessing your own learning and studying
- Contact your team and decide how to collaborate

WEEK 2, JAN 8-14

Module 1 Organizational Buyer Behavior (OBB)

Readings:

- Ch 2 and 3
- Videos: Lecture(s), videos
- Article(s)

WEEK 3, JAN15-21

Module 1 Organizational Buyer Behavior (OBB) cont.

Assignments:

- Chapter quizzes: Quiz 1 (ch1&2), Quiz 2 (ch3)
- Assignment 1 (Due Jan 21)

WEEK 4, JAN 22-28

Module 2 B2b Marketing in Global Markets and Performance management

Readings:

- Chapter 5: Business marketing planning
- Chapter 6: Business Marketing for Global Markets
- Videos: Lecture(s), videos
- Articles

WEEK 5, JAN 29-FEB4

Assignments:

- Chapter quizzes: Quiz 3 (ch5 and ch6)
- ASSIGNMENT 2
- Article presentation: Group 1 (Jan30, 11:59PM)
- Article presentation: Group 2 (Jan30, 11:59PM)

WEEK 6, FEB5-11

Module 3 Managing Products and Services for Business and R&D

Readings:

- Chapters 7 and 9
- Articles
- Video lecture(s)

WEEK 7, FEB 12-18

Module 3 Managing Products and Services for Business and R&D

Assignments:

- Quiz 4 (ch7 and 9)
- Assignment 3
- Article presentation: Group 3 (due Feb13, 11:59PM)
- Article presentation Group 4 (due Feb13, 11:59PM)

WEEK 8, FEB19 -25

Module 4 Estimating Demand and segmenting and Performance Measurement

Readings:

- Chapter 4: Estimating Demand and Segmentation
- Chapter 15: Performance measurement
- Video/article

WEEK 9, FEB26-MAR4

Module 4 Estimating Demand and segmenting and Performance Measurement

Assignments:

- Quiz 5 (ch4)
- Assignment 4
- Article presentation Group 5 (due Feb27, 11:59PM)
- Article presentation: Group 6 (due Feb27, 11:59PM)

WEEK 10, MAR5-11

Module 5 Managing Business Marketing Channels and Supply Chain Management (SCM)

Readings:

- Chapter 10
- Chapter 11
- Videos: Lecture, videos about SCM

WEEK 11, MAR12-18

Module 5 Managing Business Marketing Channels and Supply Chain Management (SCM) cont.

Assignments:

- Quiz 6 (ch10 and 11)
- Assignment 5

WEEK 12, MAR 19-25, SPRING BREAK

WEEK 13, MAR26-APR1

Module 5 Managing Business Marketing Channels and Supply Chain Management (SCM) CONT.

Assignments:

- Article presentation Group 7 (Due March 26, 11:59PM)
- Article presentation: Group 8 (due March 26, 11:59PM)

WEEK 13, APR2-8

Module 6 2b Sales and Communication

Readings:

- Chapter 13 and 14
- Video lecture
- Articles

WEEK 14, APR9-15

Module 6 2b Sales and Communication cont.

Assignments:

- Quiz 7 (ch13 and 14)
- Assignment 6

WEEK 15, APR16-22

Module 6 2b Sales and Communication cont.

- Article presentation Group 9 (due Apr16, 11:59PM)
- Article presentation Group 10 (due Apr16, 11:59PM)

WEEK 16, APR22-29

- Group evaluation (not part of the final grade, but mandatory)
- Assignment 0: Self-evaluation (not part of the final grade, but mandatory), submit to the same folder (by April 29, 11:59PM)

WEEK 17, MAY1-4

- Final exam (online), May 1, 5.00AM- May 4, 11.59PM

UNIVERSITY-WIDE SYLLABUS INFORMATION:

Please review the "[Common Language for Course Syllabi](#)" for university-wide updates. Even if you have read it before, the most current information is maintained at this site.