

MNG 404 D

B2B MARKETING

Course Objectives: Learning of Industrial Marketing provides theoretical, imperial and case based concepts geared to the needs of the students interested to work in business to business market.

Course Outcome: This course will develop a thorough understanding of business to business activities – economical and trade relations between business firms.

Module-I Introduction to Business Marketing: The importance of Business Marketing, Business Marketing Vs Consumer Marketing, Type of Business customer, Type of Business products, Understanding business market & environment.

Module-II Segmentation, Targeting and Positioning of Business Marketing: Segmentation Criteria – Company characteristics, Buying Process, Benefits Sought, Targeting – Selection of

right segment, Differential – value creation in Marketing Mix, Relationship development for high performance.

Organizational buying and buying behavior, buying decision making process, Buying grid, Buying centre, Roles in the buying centre.

Module-III Distribution Management: Types of Business channel intermediaries, channel functions, Business market channel design – design criteria and Strategy, Channel Structure & Intensity, Channel Conflict & resolution, channel Integration: HMS, VMS, MMS

Module- IV Business Market Logistics: Logistic Management – need & importance in Business Marketing, Market Logistics decision: Logistics activities in Supply Chain Management, order processing transportation mode, warehousing, Inventory Management, Cost control in S.C.M., Reverse Logistics.

Reference Book:

B2B Marketing – A South Asian Perspective- Hutt, Sharma, Speh , Cengage

B2B marketing – Brennan , Sage Publications

B2B Marketing – Ellis and Sarkar, Oxford