

Integrated MBA 5 Yrs Syllabus from Admission Batch 2016-17 onwards

10 th Semester	16IMN1001A	B2B Marketing	L-T-P 3-0-0	3 Credits	35 hrs
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Course Objectives:

- To provides theoretical, imperial and case based concepts geared to the needs of the students interested to work in business to business market.
- To study the Strategic Market Planning for Products and Channels in B2B Market

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

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, Pricing and bidding, Role of branding in B2B marketing.

Module-III

Distribution Management: Types of Business channel intermediaries, channel functions, Business market channel design – design criteria and Strategy, Logistic Management – need & importance in Business Marketing, Tendering and quotation management, negation skill, Market Logistics decision: Logistics activities in Supply Chain Management, order processing transportation mode, warehousing, Inventory Management, Cost control in S.C.M., Reverse Logistics.

Books :

- B2B Marketing, K. Venkataraman, Notion Press, First edition (2017)
- B2B Marketing, N. Ellis & S. Sarkar, Asian Edition, Oxford Publications.
- B2B Marketing, M.D. Hutt & D. Sharma, T.W. Spohr, 11th Edition, Cengage B2B marketing, Sage Publications.
- Mastering B2B Marketing, J. Coleman, Independently published (June 23, 2018)
- B2B Marketing Strategy, H. Taylor, 1st Edition, Kogan (December 10, 2017)


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