

**B2B MARKETING (B2B)****Credit : 3****Course Objectives:**

- To provide 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, negotiation 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.

**Learning Resources :**

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