



**EFFECTIVE: SEPTEMBER 2010**  
**CURRICULUM GUIDELINES**

**A.** Division: **Education** Effective Date: **September 2010**

**B.** Department / Program Area: **Commerce & Business Admin. / Marketing** Revision  New Course

If Revision, Section(s) Revised:  
Date of Previous Revision:  
Date of Current Revision:

**C:** **MARK 3490** **D:** **Business Marketing** **E:** **3**

Subject & Course No.	Descriptive Title	Semester Credits						
<p><b>F:</b> Calendar Description:</p> <p>Firms that operate in the business to business marketplace are increasingly recognizing the importance of marketing's role and contribution as a critical aspect of their operation, to help them achieve their goals. The business marketing world differs in many ways from the consumer world, and company competitiveness and reputation in the business to business marketplace are usually a direct result of their marketing competence. This course provides the knowledge and understanding of key business to business (B2B) marketing principles and processes, and the methodology of applying the marketing drivers.</p>								
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**M:** Course Objectives / Learning Outcomes

This course focuses on developing in students a thorough understanding of what business marketing is, and introducing them to current best practices, along with the key tools, techniques and considerations that are used. At the end of the course, the successful student should be able to:

1. understand and apply the basic concepts and principles of B2B marketing
2. perform segmentation of B2B marketplaces, and select optimal target markets
3. develop tools to understand business, industrial and not-for-profit markets and their customers
4. establish a client relationship management system, and manage it effectively
5. explain the management of business products, services and distribution channels
6. develop the elements of the business marketing mix
7. identify current trends and developments in B2B marketing
8. explain methods for creating marketing teams and ensuring their effectiveness
9. develop B2B marketing plans and strategies to improve marketing effectiveness, organization image, customer loyalty, and success.

**N:** Course Content:

- Understanding the business to business market, and distinguishing it from the consumer market
- The business to business market – understanding it, looking at different industries and their distinguishing characteristics, and measuring its size and potential
- Competitive landscape, market position of competitors, creating a viable market position and niche for the firm
- Segmenting a business to business market, and targeting and positioning for success
- Effective product and service marketing
- Establishing and managing business relationships; managing those relationships
- Business marketing strategy and planning
- Promotion and marketing communications
- Personal selling and relationship building; the importance of personal selling in the promotional mix
- Marketing as a key part of company vision and goals

**O:** Methods of Instruction

Lectures will be used to introduce specific areas of study and to provide background information. Case studies will constitute the framework and focus of much of the course. Guest lecturers from the business marketing field will complement the class sessions where possible.

**P:** Textbooks and Materials to be Purchased by Students

Business Marketing: Connecting Strategy, Relationships, and Learning, by F. Robert Dwyer & John Tanner; McGraw-Hill Higher Education or equivalent materials.

**Q:** Means of Assessment

Term tests	25%
Midterm Examination	20%
Cases, projects	25%
Participation	10%
Final Exam	20%
	<u>100%</u>

**STUDENTS MUST COMPLETE ALL COMPONENTS OF THE COURSE TO OBTAIN CREDIT FOR THE COURSE.**

<p><b>R:</b> Prior Learning Assessment and Recognition: specify whether course is open for PLAR</p> <p>Yes</p>
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Course Designer(s): **C. Gail Tibbo**

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Education Council / Curriculum Committee Representative

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Dean / Director: **Robert Buller**

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Registrar: **Ted James**