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Senate App-2/26/02

CURRICULUM PROPOSAL COVER SHEET
University-Wide Undergraduate Curriculum Committee

I. CONTACT

Contact Person Dr. Krish S. Krishnan Phone 357-2522

Department Marketing

II. PROPOSAL TYPE (Check All Appropriate Lines)

☒ **COURSE**

Suggested 20 character title

☐ New Course*

Course Number and Full Title

☐ Course Revision

Course Number and Full Title

☐ Liberal Studies Approval +
for new or existing course

Course Number and Full Title

☐ Course Deletion

Course Number and Full Title

☒ Number and/or Title Change MKTG 431 INDUSTRIAL MARKETING

Old Number and/or Full Old Title

MKTG 431 BUSINESS TO BUSINESS MARKETING

New Number and/or Full New Title

☐ Course or Catalog Description Change

Course Number and Full Title

☐ **PROGRAM:** ☐ Major ☐ Minor ☐ Track

☐ New Program*

Program Name

☐ Program Revision*

Program Name

☐ Program Deletion*

Program Name

☐ Title Change

Old Program Name

New Program Name

R. K. Gang
Department Curriculum Committee

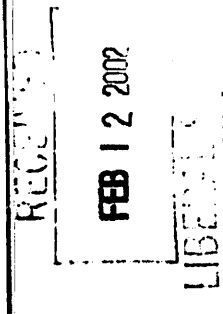
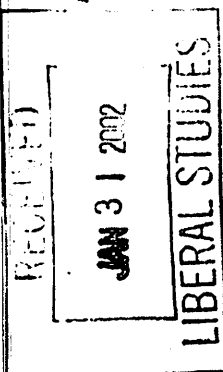
Dr. Krishnan
Department Chair

Justin Whamhi
College Curriculum Committee

R. Gang
College Dean

+ Director of Liberal Studies (where

*Provost (where applicable)



Department of Marketing

Course Revision: MKTG 431 Industrial Marketing

Description of Curriculum Change

1. **Title Change:**

Old Title: Industrial Marketing

New Title: Business to Business Marketing

Justification: The change is based on the current nomenclature for this course in marketing education and practice. Before 1990, the term "Industrial Marketing" referred marketing of goods and services in the industrial market as opposed to the consumer market. However, post-1990 the term "Business to Business Marketing" became more prominent as the word industrial seem to limit the practice to only manufacturing companies. With the recent movements toward a more service-oriented economy, the classification of this sub-field of marketing got labeled as Business to Business Marketing.

2. **Pre-requisite Change:**

Old Pre-requisite: MKTG 420

New Pre-requisite: MKTG 320

Justification: The revised course and its contents do not require MKTG 420. MKTG 320 (Principles of Marketing) is considered an adequate preparation for taking this course.

3. **Catalog Description Change:**

Justification: New catalog description reflects the contents of the revised course.

CATALOG DESCRIPTION

MKTG 431 Business to Business Marketing

3c-0l-3sh

Prerequisite: MKTG 320

Presents theory and practice of marketing of products and services to enterprises and organizations. Topics include product/service strategy, pricing, sales force management, marketing research and information systems dealing with business and public sector of the economy.

Syllabus of Record

MKTG 431 Business to Business Marketing

I. Course Description:

MKTG 431	Business to Business Marketing	3 lecture hours/ 0 lab hours/ 3 semester hours
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Prerequisite: MKTG 320

Presents theory and practice of marketing of products and services to enterprises and organizations. Topics include product/service strategy, pricing, supply chain management, sales force management, marketing research and information systems dealing with business and public sector of the economy.

II. Course Objectives:

Students will be able to

1. Understand the nature and environment of Business and Organizational Markets
2. Research and evaluate business marketing opportunities
3. Formulate Business Marketing Strategy
4. Manage Relationships in Business Marketing
5. Understand the framework of Supply Chain Management in Business Marketing
6. Understand the legal, ethical and global dimensions of Business Marketing

III. Course Outline

(Each of the following sessions will be of 1.5 hour duration)

- 1) Introduction to Business-to-Business Marketing Perspective and Frameworks.
- 2) The Business Market: Size and Scope
- 3) Perspectives on Organizational Buying Process
- 4) Theories and Models of Organizational Buyer Behavior
- 5) Case#1 MacTec Control AB
- 6) Business Marketing Intelligence
- 7) Test#1 (includes topics 1 through 6)
- 8) Relationships Strategies for Business Markets
- 9) E-Commerce Strategies for Business Markets

- 10) Supply Chain Issues in Business Marketing
- 11) Segmenting the Business Market
- 12) Case#2 Federal Express: Defining New Markets
- 13) Organizational Demand Analysis
- 14) Business Marketing Planning: Strategic Perspectives
- 15) Business Marketing Strategies for Global Markets
- 16) Test No.2 (Covers sections 8 through 15)
- 17) Managing Innovation and New Industrial Products
- 18) Managing Services for Business Markets
- 19) Case#3 Yahoo: Catering to Small Businesses on the Internet
- 20) Managing Channel Strategies in Business Markets
- 21) Pricing Issues in Business Markets
- 22) Business Marketing Communications: Managing the Selling Function
- 23) Business Marketing Communications: Advertising and Promotion Strategies
- 24) Case#4 Dell: Direct Marketing to Corporate Clients
- 25) Evaluating Performance of Business Marketing Programs.
- 26) Legal Issues in Business Marketing
- 27) Social Responsibility and Ethical Dimensions in Business Marketing
- 28) Final Exam (Covers sections 17 through 27)

IV. Evaluation Methods:

The course will have four evaluation components:

- | | |
|------------------|-----|
| 1. Test#1 | 25% |
| 2. Test#2 | 25% |
| 3. Final Exam | 25% |
| 4. Case Reports: | 25% |

Case Report:

Students will submit a detailed case report on two of the assigned cases as per the given case analysis/report format. Cases will be evaluated based on strength of analysis and quality of written report.

Grades will be assigned as follows: A: 90%+, B: 80%-89%, C: 70%-79%, D: 60-70%; F: Below 70%.

V. Required Texts and Supplemental Books and Readings:

Hutt and Speh, **Business Marketing Management**, 7/E, Dryden Press, 2002.

VI. Special Resource Requirements

None

VII. Bibliography

1. Anderson, James and James Narus, **Business Marketing Mnagement: Understanding, Creating and Delivering Value**, 1/E, Prentice Hall, 1999.
2. Brierty, Edward, Robert Eckles and Robert Reeder, **Business Marketing**, 3/E, Prentice Hall, 1998.
3. Gross, Andrew, **Business Marketing**, Houghton Mifflin, 1997.
4. Vitale, Rob and Joe Giglierano, **Business to Business Marketing: Analysis and Practice in a Dynamic Environment**, Dryden Press, 2002.

Course Analysis Questionnaire

Section A: Details of the Course

- A1. This course is a major area controlled elective for undergraduate Marketing majors. This course is not intended for inclusion in the Liberal Studies program.
- A2. This course does not require changes in the content of other existing courses or programs in the department.
- A3. This course has been part of the marketing major and is being revised to change title, pre-requisites and course description to make it current.
- A4. Yes, this course is intended to be dual level.
- A5. This course is not to be taken for variable credit.
- A6. Similar course is offered as an elective for marketing majors in other universities such as Penn State, University of Pittsburgh, University of Maryland etc.
- A7. Not required by any professional society.

Section B. Interdisciplinary Implications

- B1. The course will be taught by one instructor.
- B2. This course does not overlap with any other courses at the University.
- B3. Yes, students from the School of Continuing Education, if they so desire, will be allowed to take this course.

Section C. Implementation

- C1. No new faculty is needed to teach this course.
- C2. Current resources including space and equipment in the Eberly College of Business and Information Technology building are adequate. The current library holdings also are adequate. No new resources are needed.
- C3. No grant funds are associated with this course.

- C4. The course will be offered once a year.
- C5. One section of this course will be offered every year.
- C6. A maximum enrollment of 30 students will be accommodated in a section of this course.
This is the current practice for the course.
- C7. No professional society has recommended enrollment limits for this course.

Section D: Miscellaneous

This is a course revision to make the course current as well as change title, course prerequisites and catalog description.

Course Description**MKTG 431****Business to Business Marketing****3c-0l-3sh****Prerequisites: MKTG 320**

Presents theory and practice of marketing of products and services to enterprises and organizations. Topics include product/service strategy, pricing, supply chain management, sales force management, marketing research and information systems dealing with business and public sector of the economy.