

LSC Use Only: Proposal No: \_\_\_\_\_ UWUCC Use Only: Proposal No: **14-103**  
 LSC Action Date: \_\_\_\_\_ UWUCC Action Date: **App 11/18/14** Senate Action Date: **App 12/2/14**

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

Contact Person(s) <b>Varinder Sharma</b>	Email Address <b>sharma@iup.edu</b>
Proposing Department/Unit <b>Marketing</b>	Phone <b>724-357-2113</b>

Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

- New Course                       Course Prefix Change                       Course Deletion  
 Course Revision                       Course Number and/or Title Change                       Catalog Description Change

Current course prefix, number and full title: **MKTG 431 Business-to-Business Marketing**

Proposed course prefix, number and full title, if changing: **MKTG 431-531 Business-to-Business Marketing**

2. Liberal Studies Course Designations, as appropriate

This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

- Learning Skills     Knowledge Area     Global and Multicultural Awareness     Writing Across the Curriculum (W Course)  
 Liberal Studies Elective (please mark the designation(s) that applies - must meet at least one)  
 Global Citizenship                       Information Literacy                       Oral Communication  
 Quantitative Reasoning                       Scientific Literacy                       Technological Literacy

3. Other Designations, as appropriate

- Honors College Course                       Other: (e.g. Women's Studies, Pan African)

4. Program Proposals

- Catalog Description Change                       Program Revision                       Program Title Change                       New Track  
 New Degree Program                       New Minor Program                       Liberal Studies Requirement Changes                       Other

Current program name: \_\_\_\_\_

Proposed program name, if changing: \_\_\_\_\_

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>[Signature]</i>	10/31/14
Department Chairperson(s)	<i>[Signature]</i>	10/31/14
College Curriculum Committee Chair	<i>[Signature]</i>	11/04/2014
College Dean	<i>[Signature]</i>	11/10/2014
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>Gail Seckwitz</i>	11/18/14

Received

NOV 11 2014

Liberal Studies



## GRADUATE CURRICULUM AUTHORIZATION FORM

TYPE OF PROPOSAL (check as appropriate)

### Program Proposals

- New Program
- Major Program Revision
- Minor Program Revision
- Variability of Delivery
- COR/LOC
- Program Deletion or Reactivation

### Course Proposals

- New Course
- Major Course Revision
- Minor Course Revision
- Dual-Level Course
- Cross-Listed Course
- Course Deletion or Reactivation

NAME OF PROGRAM OR COURSE: MKTG 431/531 Business-to-Business Marketing

DEPARTMENT: MARKETING

AUTHOR OR CONTACT PERSON: Dr. Varinder Sharma

EMAIL: sharma@iup.edu

### REQUIRED SIGNATURES

	Printed Name	Signature	Date
Dept Curriculum Chair	Framarz Byrangi	<i>[Signature]</i>	10/31/14
Dept Chair	Parimal Bhat	<i>[Signature]</i>	10/31/14
TECC Chair (if required)			
College Curriculum Chair	<i>[Signature]</i>	<i>[Signature]</i>	11/6/14
College Dean	<i>[Signature]</i>	<i>[Signature]</i>	11/10/14
SGSR Dean			
Provost (program level only)			
UWGC Chair			

### EXPEDITED REVIEW\*

SGSR Dean's Associate			
SGSR Dean, SGSR			
UWGC Co-Chair			
UWGC Co-Chair			

\*Note: As appropriate, an expedited review is initiated by the SGSR for minor curriculum revisions.

MKTG 431/531

Course revision to Establish Dual-Level Course

**Part II. Description of Curriculum Change**

1. New syllabus of record—Attached.
2. Summary of proposed revisions:  
Course description updated to reflect current topics; Graduate student objectives and additional course requirements and grading system for graduate students added; Bibliography revised.
3. Justification/rationale for the revision.  
Course is being revised to add graduate student components so that it can be offered as an elective to MBA students.
4. Old syllabus of record—Attached.
5. Liberal studies approval—Not applicable.

**Part III. Letter of Support or Acknowledgement**

Not applicable

## Syllabus of Record

### MKTG 431/531 - "Business-to-Business Marketing"

#### I. Catalog Course Description:

MKTG 431/531 Business-to-Business Marketing 3c-0l-3cr  
(3 class-hours, 0 lab-hours, 3 credits)

Prerequisites: MKTG 320 or MKTG 603 (For Graduate Students).

Concerned with the major activities involved in the marketing of industrial goods and services, including the industrial marketing system, marketing information needs of the industrial firm, industrial marketing implementation and control, and channel, pricing, product, and promotional strategies for industrial goods.

#### II. Course Objectives/Outcomes:

Students will be able to:

- Understand the factors that shape the core decision-making processes of successful business marketing entities.
- Recognize the business dynamics pertaining to markets occurring on a domestic and global front which necessitate changes in organizations' marketing tactics and strategies.
- Demonstrate analytical competence to differentiate marketing systems and processes successfully employed across industries in the arena of business-to-business marketing.

In addition to the above, MKTG 531 Graduate Students will be able to:

- Demonstrate knowledge of current theoretical and applied research in the field of 'Business-to-Business Marketing'.
- Develop and present a business-to-business marketing plan for a company, applying concepts and techniques covered in the class.

#### III. Course Schedule Outline:

- Course Introduction and Syllabus description
- The Role of Marketing as a vital business function
- Global and Domestic Perspectives of the Business Market (4.0 hours)
  
- The Nature of Business Markets and their role in Business Marketing
- Organizational Markets and Buyer Behavior (3.0 hours)
  
- Interpersonal Dynamics of Business Buyer Behavior
- Market Research and Marketing Intelligence Systems (3.0 hours)
  
- Demand Analysis and Sales Forecasting
- Market Segmentation, Targeting, and Positioning (4.0 hours)

- Planning Market Strategies
- Business Products and their Life Cycles (3.0 hours)
  
- Strategic Innovation and New Product Development
- Business Services Marketing (3.0 hours)
  
- Managing Business Channel Members
- Logistics of Physical Distribution and Customer Service (3.0 hours)
  
- Planning and Development of the Sales Function
- Organizing and Controlling a Sales Force(3.0 hours)
  
- Business Advertising, Sales Promotion, and Public Relations (3.0 hours)
  
- Price Determinants: Costs, Competition, and Customers
- Pricing Decision Analysis (4.0 hours)
  
- Competitive Strategies in Business Markets (3.0 hours)
  
- Strategic Control of the Marketing Process (3.0 hours)
  
- International Business Marketing (3.0 hours)

Comprehensive Exam (2.0 hours)

Total Hours 44.0

#### IV. Evaluation Methods:

For Undergraduate Students:

Quizzes will also be held at the end of each topic; these quizzes will consist of multiple choice questions, to test students' understanding of the material covered in each chapter. There will be one comprehensive exam conducted toward the end of the course; it will comprise of short essay-type questions.

In-class Exercises will be conducted wherein brief scenarios will be provided to students for analyzing and working upon to apply the material learned in the topics.

Detailed case presentations will be done by students, in groups of two or three. Each group shall be assigned its respective case well in advance, and is expected to do a professional presentation using MS-PowerPoint. The group shall also submit a detailed case analysis report at the time of their presentation. Each student will also be doing one case analysis assignment individually and submitting its report too. Primer questions will be provided to students before doing their assigned case-analyses; these questions will help to structure their case.

The Business-Planning exercise to be held after finishing all the chapters will attempt to integrate all the marketing functions and processes learnt so far into a business plan aimed at implementing some creative scenario which shall be decided upon. A written report describing a business plan geared toward some business situation will be submitted by students in groups of two or three.

For Graduate students:

The Graduate Students will submit a synthesis paper of current research in a selected area, in addition to a business-to-business marketing plan. Other than these, graduate students will be evaluated in all other activities conducted for undergraduate students.

Students' final grades will be determined using the weighted criteria as follows:

	Undergraduate Students	Graduate Students
In-class Exercises	10 %	10 %
Team Case Analysis Report	25 %	15 %
Team Case Presentation	10 %	10 %
Case Analysis Assignment Report	10 %	10 %
Quizzes	20 %	20 %
Comprehensive Exam	15 %	15 %
Business Marketing Plan	10 %	10 %
Synthesis Paper of current Research		10 %
	<hr/>	<hr/>
	100%	100%

V. Grading Scale: The grading pattern (grades' cut-offs) is as follows:

For Undergraduates:

A: 90% plus; B: 80 %-89%; C: 70%-79%; D: 60%-69%; F: Below 60%.

For the Graduates:

A: 90% plus; B: 80 %-89%; C: 70%-79%; F: Below 70%.

VI. Required Textbook:

Business Marketing, (latest edition) by Edward G. Brierly, Robert W. Eckles, and Robert R. Reeder, Prentice Hall.

Supplemental Reading ---

Business Marketing, 4th Edition, by Robert F. Dwyer and John F. Tanner, McGraw-Hill.

Business-to-Business Marketing, 2<sup>nd</sup> Edition, by Ross Brennan, Louise Canning, and Raymond McDowell, Sage Publications.

VII. Special Resource Requirements:

Students are expected to have access to computer with high speed Internet access to view online video cases and multimedia case studies.

VIII. Bibliography: A sample of selected articles.

Cannon, Joseph and William Perrault (1999), "Buyer-Seller Relationships in Business Markets", Journal of Marketing Research, 36 (4), 439-460.

Chong, Woon K., (2010), "B2B E-Marketplace: An E-Marketing Framework for B2B Commerce," *Marketing Intelligence & Planning*, 28 (3), 310-329.

Coyne, K. P., S. T. Coyne, and E. J. Coyne (2010), "When You've Got to Cut costs - Now," *Harvard Business Review*, 88 (5), 74-82.

Das, Narayandas (2005), "Building Loyalty in Business Markets," *Harvard Business Review*, 83 (5), 131-139.

Giamanco, B. (2012), "Tweet Me, Friend Me, Make Me Buy," *Harvard Business Review*, 90 (1), 88-93.

Gronroos, Christian (1994), "From Marketing Mix to Relationship Marketing: Towards a Paradigm Shift in Marketing", *Management Decision*, 32 (2), 4-20.

Groysberg, B. (2012), "The New Path to the C-Suite," *Harvard Business Review*, 89 (3), 60-68.

Gummesson, Evert (2004), "Return on Relationships (ROR): The Value of Relationship Marketing and CRM in Business-to-Business Contexts", *Journal of Business & Industrial Marketing*, 19 (2), 136-148.

Hughes, Arthur (2006), "How to Compute your Customer Lifetime Value", [www.DatabaseMarketinginstitute/StrategicDatabaseMarketing](http://www.DatabaseMarketinginstitute/StrategicDatabaseMarketing).

Hughes, Jonathan and Jeff Weiss (2007), "Simple Rules for Making Alliances Work", *Harvard Business Review*, November.

Ichii, S. (2012), "How to Win in Emerging Markets" Lessons from Japan," *Harvard Business Review*, 90 (5), 126-130.

Kaplan, S. and Mohanbir Sawhney (2000), "E-Hubs: The New B2B Market Places," *Harvard Business Review*, 78 (3), 97-103.

Kotler, Philip, Neil Rackham and Suj Krishnaswamy (2006), "Ending the War Between Sales and Marketing", *Harvard Business Review*, 84 (7/8), 68-80.

Kumar, Nirmalaya (1996), "The Power of Trnst in Manufacturer-Retailer Relationships", *Harvard Business Review*, November-December.

Lay, P. (2009), "In a Downturn, Provoke Your Customers," *Harvard Business Review*, 87 (3), 48-56.

Lovblad, Mikael, Alana S. Hyder, and Lars Lonnstedt (2012), "Affective Commitment in Industrial Customer-Supplier Relations: A Psychological Contract Approach," *Journal of Business & Industrial Marketing*, 27 (4), 275-285.

McGovern, Gail and John Quelch (2005), "Outsourcing Marketing", *Harvard Business Review*, 83 (3), 22-26.

Narayanan, D. and Ananth Raman (2004), "Aligning Incentives in Supply Chains", *Harvard Business Review*, 82 (11), 94-102.

Raisinghani, M. S. (2005), "E-Business Models in B2B Process Based Categorization and Analysis of B2B Models," *International Journal of E-Business Research*, 1 (1), 16-36.

Rauyrnen, Papassapa and Kenneth Miller (2005), "Relationship Quality as a Predictor of B2B Customer Loyalty", *Journal of Business Research*, 60 (1), 21-31.

Rust, Roland T. (2010), "Rethinking Marketing," *Harvard Business Review*, 94 (1/2), 94- 101.

Sila, Ismail (2013), "Factors Affecting the Adoption of B2B E-Commerce Technologies," *Electronic Commerce Research*, 13 (2), 199-236.

Tsiros, M. (2009), "How Commitment Influences the Termination of B2B Exchange Relationships," *Journal of Service Research*, 11 (3), 263-276.

Webtrends (2010), "Best Practices for Relationship Marketing", [www.Webtrends.com](http://www.Webtrends.com).

Wilson, Dale R. (2010), "Using Clickstream Data to Enhance Business-to-Business Web Site Performance," *Journal of Business & Industrial Marketing*, 25 (3) 177-187.

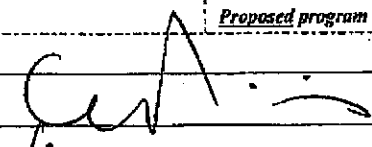
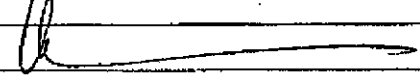


LSC Use Only No:	LSC Action-Date:	UWUCC USE Only No.	UWUCC Action-Date:	Senate Action Date:
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**Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee**

Contact Person <b>Framarz Byramjee</b>	Email Address <b>framarz.byramjee@iup.edu</b>
Proposing Department/Unit <b>Marketing / Eberly College of Business</b>	Phone <b>(724)357-1364</b>

Check all appropriate lines and complete information as requested. Use a separate cover sheet for each course proposal and for each program proposal.

<b>1. Course Proposals (check all that apply)</b> <input type="checkbox"/> New Course <input type="checkbox"/> Course Prefix Change <input type="checkbox"/> Course Deletion <input checked="" type="checkbox"/> Course Revision (Amnesty) <input type="checkbox"/> Course Number and/or Title Change <input type="checkbox"/> Catalog Description Change	
MKTG 431 Business-to-Business Marketing	
<i>Current Course prefix, number and full title</i>	<i>Proposed course prefix, number and full title, if changing</i>
<b>2. Additional Course Designations: check if appropriate</b> <input type="checkbox"/> This course is also proposed as a Liberal Studies Course. <input type="checkbox"/> Other: (e.g., Women's Studies, Pan-African) <input type="checkbox"/> This course is also proposed as an Honors College Course.	
<b>3. Program Proposals</b> <input type="checkbox"/> New Degree Program <input type="checkbox"/> Catalog Description Change <input type="checkbox"/> Program Revision <input type="checkbox"/> New Minor Program <input type="checkbox"/> Program Title Change <input type="checkbox"/> Other <input type="checkbox"/> New Track	
<i>Current program name</i>	<i>Proposed program name, if changing</i>
<b>4. Approvals</b>	
Department Curriculum Committee Chair(s)	 24 Sep 07
Department Chair(s)	 9/24/07
College Curriculum Committee Chair	
College Dean	
Director of Liberal Studies *	
Director of Honors College *	
Provost *	
Additional signatures as appropriate: (include title)	
UWUCC Co-Chairs	

\* where applicable

**Catalog Description:**

**MKTG 431 Business-to-Business Marketing**

**3c-0l-3cr**

**(3 class-hours, 0 lab-hours, 3 credits)**

**Prerequisites:** MKTG 420.

Concerned with the major activities involved in the marketing of industrial goods and services, including the industrial marketing system, marketing information needs of the industrial firm, industrial marketing implementation and control, and channel, pricing, product, and promotional strategies for industrial goods.

**Course Outcomes:**

- Business-to-Business Marketing attempts to understand the factors that shape the core decision-making process of successful business marketing entities.
- The course helps understand communalities in the consumer and business markets that foster similar marketing strategies, while distinguishing significant differences that demand altered approaches.
- Students can, in a similar vein, differentiate marketing systems and processes successfully employed across industries from those that appear industry-specific, and identify the underlying reasons.
- Students are encouraged to recognize fundamental trends occurring in the domestic and/or global markets that necessitate changes in the organizations' tactics and strategies.
- Given the converging nature of the global economy and trade facets, students can appreciate the significant impact of global competition on domestic markets, and the intensified challenge of transforming a domestic strategy into an effective international approach.

**Course Outline:**

This course will involve lectures on the theoretical topic areas and case-analyses relative to theoretical themes and contexts associated therewith.

Quizzes will also be held at the end of each topic; these quizzes will consist of multiple-choice questions, to test your understanding of the material covered in each chapter.

There will be one theoretical exam conducted toward the end of the course; it will comprise of short essay-type questions.

Detailed case presentations will be done in class by students, in groups of two or three.

Each group shall be assigned its respective case well in advance, and is expected to do a professional presentation using MS-PowerPoint. The group shall also submit to me a detailed case analysis report at the time of their presentation. Each student will also be doing one case analysis assignment individually and submitting that report to me.

The Business-Planning exercise to be held after finishing all the chapters will attempt to integrate all the marketing functions and processes learnt so far into a business plan aimed at implementing some creative scenario which we shall later decide upon. A

written report describing a business plan geared toward some business situation will be submitted by students in groups of two or three.

The tentative course schedule and credit hours required for achieving the objectives of this structure are as follows:

- Course Introduction and Syllabus description (1 hour)
- The Role of Marketing as a vital business function (1 hour)
- Global and Domestic Perspectives of the Business Market (1 hour)
- The Nature of Business Markets and their role in Business Marketing (2 hours)
- The Buying Process in the Business Market (1 hour)
- Interpersonal Dynamics of Business Buyer Behavior (1 hour)
- Market Research and Marketing Intelligence Systems (2 hours)
- Demand Analysis and Sales Forecasting (1 hour)
- Market Segmentation, Targeting, and Positioning (1 hour)
- Planning Market Strategies (2 hours)
- Business Products and their Life Cycles (1 hour)
- Strategic Innovation and New Product Development (2 hours)
- Business Services Marketing (1 hour)
- Managing Business Channel Members (1 hour)
- Logistics of Physical Distribution and Customer Service (2 hours)
- Planning and Development of the Sales Function (1 hour)
- Organizing and Controlling a Sales Force (1 hour)
- Business Advertising, Sales Promotion, and Public Relations (2 hours)
- Price Determinants: Costs, Competition, and Customers (1 hour)
- Pricing Decision Analysis (2 hours)

- Competitive Strategies in Business Markets (2 hours)
- Strategic Control of the Marketing Process (1 hour)
- International Business Marketing (2 hours)
- Case-Presentations by Teams (2 hours)
- Business-Planning Exercise (3 hours)
- Quizzes (3 hours)
- Theoretical Exam (2 hours)

**Evaluation Methods:**

This course will test your learning and analytical skills, both as an individual and as an effective team-player.

Your final grades will be determined by my evaluation of your performance in achieving the course objectives, as reflected in the following weighted criteria:

Discussion Participation	10 %
Team Case Analysis Report	25 %
Team Case Presentation	10 %
Case Analysis Assignment Report	10 %
Quizzes	20 %
Theoretical Exam	15 %
Business Plan	10 %

**Grading Scale:**

The grading pattern (grades' cut-offs) is as follows:

- 90.00 to 100.00 - A
- 80.00 to 89.99 - B
- 70.00 to 79.99 - C
- 60.00 to 69.99 - D
- Below 60.00 - F

**Attendance Policy:**

There is no specific attendance policy for this course, as it is being conducted online. However, the rules and regulations pertaining to academic honesty and sincerity in academic conduct, as maintained by the University, apply at all times. Students must adhere to all deadlines for online submissions of reports, and all timings pertaining to quizzes and exams, as instructed on WebCT.