



Course Name: Business to Business Marketing

Course Number: BMK* 205

Credits: 3

Catalog description: Exploration of marketing concepts as they relate to the field of business to business marketing; Major topics include business marketing environmental analysis, the organizational buying process, assessing business marketing opportunities, formulation of business marketing strategies, business marketing mix development, implementation, and evaluation. Student teams develop and present a business-to-business marketing plan

Prerequisite, Corequisite, or Parallel: ENG*101 or Permission of Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Contrast the concepts and principles of Business versus Consumer Marketing
2. List and explain current trends in business marketing
3. Describe the organizational buying process
4. Differentiate relationship marketing and management concepts
5. Describe the business marketing research process and its components



6. Describe the strategic business marketing process and its components
7. Explain concepts and principles of business product and services management
8. Explain the elements and strategies of business marketing channels
9. Explicate business marketing pricing strategies
10. Identify and compare the elements of the business promotion mix along with promotional strategies and techniques

Course Content:

PART I: THE ENVIRONMENT OF BUSINESS MARKETING

- A. A Business Marketing Perspective
- B. The Business Market: Perspectives on the Organizational Buyer

PART II: MANAGING RELATIONSHIPS IN BUSINESS MARKETING

- A. Organizational Buying Behavior
- B. Customer Relationship Management Strategies for Business Markets

PART III: ASSESSING MARKET OPPORTUNITIES

- A. Segmenting the Business Market and Estimating Segment Demand

PART IV: FORMULATING BUSINESS MARKETING STRATEGY

- A. Business Marketing Planning: Strategic Perspective
- B. Business Marketing Strategies for Global Markets
- C. Managing Products for Business Markets
- D. Managing Innovation and New Industrial Product Development
- E. Managing Services for Business Markets
- F. Managing Business Marketing Channels
- G. E-Commerce Strategies for Business Markets
- H. Supply Chain Strategies
- I. Pricing Strategy for Business Markets
- J. Business Marketing Communications: Advertising and Sales Promotion
- K. Business Marketing Communication: Managing Personal Selling

PART V: EVALUATING BUSINESS MARKETING STRATEGY AND PERFORMANCE

- A. Marketing Performance Measurement

Date Course Created:

Date of Last Revision: 03/31/2017