

# Business-to-Business Marketing

## MKTG-4831

Spring 2021 Section E01 3 Credits 01/09/2021 to 05/11/2021 Modified 05/03/2021

### Description

A focused study of marketing to other businesses, institutions, and the government. The buying behavior of organizations as customers is explored in addition to how the marketing strategy for such customers differs from that used for consumer products and services. Other topics include customer relationship management (CRM), supply chain management, and distribution strategy.

#### Requisites

Prerequisites:

MKTG 3803 or MKT 303 and (GPA 2.00 or above required 2.00 and College of Business Maj-Minor 1) and Richards Col Upper Division RCUD

Corequisites:

### Contact Information

#### Professor: Dr. Minna Rollins

Email: [mrollins@westga.edu](mailto:mrollins@westga.edu)

Office: Miller Hall, Department of Marketing and Real Estate

Phone: 770-847-8151

#### Office hours

Primary: virtual office hours by appointment Monday – Friday 8.00AM-5.00PM

On campus: On Mondays 1.00-3.00PM

Communication Preference: CourseDen email

### Meeting Times

Online via CourseDen

### Materials

#### “Business Marketing Management”

Author: Hutt and Speh

Publisher: Cengage

Edition: 12

ISBN: 1-305-50379-1

Availability: Bookstore, online

Price: Varies

You only need a text, no access code.

## Outcomes

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We will build on the following learning goals throughout the term:

- 1) Identify and understand the industrial, marketing, and business terms and concepts that are significant within the field of business-to-business marketing.
- 2) understand the relationships of the key concepts in business-to-business marketing to each other and their relationship to marketing and/or business principles and practices in a global setting.
- 3) demonstrate how to apply and use these concepts in marketing and/or business situations.
- 4) demonstrate the preparation for entry into a career in industrial or business-to-business marketing and working effectively and comfortably in virtual teams.

## Evaluation

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### Criteria

Type	Weight	Topic	Notes
Articles quizzes	10%		
Chapter quizzes	5%		
Exams	30%		
Written Assignments (4)	25%		
Case presentation and evaluations (group)*	30%		

### Breakdown

## Assignments

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#### Syllabus quiz

Syllabus quiz is a mandatory quiz. You have to take it during the first week of classes and you have to receive 10/10 in order to continue in the class. You have two attempts.

#### Chapter quizzes

You have 30 minutes to complete each chapter quiz and the chapter quizzes are open until end of the semester.

#### Assignments (4)

There are four individual written assignments in this course. Guidelines are given for each assignment in CourseDen.

#### Article quizzes (5)

There are five article quizzes in this course. You will be given the articles in the weekly module and you have until end of the module to complete them.

#### Case presentation/Company project

You will complete a case presentation or a project for the local company in the *randomly* assigned virtual teams. Guidelines are located in CourseDen in the Orientation module. Your group can earn bonus points for presenting virtually on week 15. Everyone will evaluate three presentations.

## Exams

There are three online exams in this course. You have two days to complete them.

# Schedule

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### Tentative class schedule for Spring 2021

Week	Topic/activities
Mon-Sun	
Week 1 Jan 11-17	<u>Orientation and Introduction to B2B</u> <ul style="list-style-type: none"><li>· Orientation to the B2B course presentation and orientation recording</li><li>· Read Ch1</li><li>· Module: Working in virtual teams, bonus quiz for exam 1 (0-4 points for the exam 1)</li><li>· Syllabus quiz (mandatory)</li><li>· Introduce yourself (Discussion board)</li><li>· Contact your team and decide how to collaborate</li></ul>
Week 2 Jan 19-24, Jan 18 is MLK Day	<u>Organizational Buyer Behavior (OBB)</u> <ul style="list-style-type: none"><li>· Ch2 Organization buyer behavior</li><li>· Videos: Lecture(s), videos</li><li>· Chapter quizzes, ch2</li><li>· Assignment 1</li></ul>
Week 3 Jan 25-31	<u>Customer Relationship Management</u> <ul style="list-style-type: none"><li>· Ch3 CRM</li><li>· Videos: Lecture(s), videos</li><li>· Assignment 2</li><li>-</li></ul>

Week 4 Feb1-7	<p><u>Global Markets</u></p> <ul style="list-style-type: none"> <li>-</li> <li>· Ch6: Business Marketing for Global Markets</li> <li>· Videos: Lecture(s), videos</li> <li>· Articles</li> <li>· Bonus quiz: global brands (bonus for exam 1)</li> <li>· Assignment 3</li> </ul>
Week 5 Feb 8-14	<p><i>Exam 1, Feb 8-9</i></p> <p>-</p>
Week 6 Feb 15-21	<p>Managing Products and Services for Business</p> <ul style="list-style-type: none"> <li>· <b>Ch7 Managing Products and Ch9 Managing Services</b></li> <li>· <b>Chapter quizzes, ch7 and ch9</b></li> <li>· B2b Brands quiz, bonus for the final exam (0-5 points for the final)</li> </ul>
Week 7 Feb 22-Mar1	<p><b>Supply Chain Management</b></p> <ul style="list-style-type: none"> <li>· Ch11 SCM</li> <li>· Chapter quiz</li> <li>· Article quiz 2</li> </ul>
Week 8 Mar2-7	<p>Estimating Demand and Segmenting and Performance Measurement</p> <ul style="list-style-type: none"> <li>· Ch4: Estimating Demand and Segmentation</li> <li>· Chapter quiz</li> <li>· Assignment 4</li> </ul>
Week 9 Mar8-14	<p>Performance Measurement</p> <ul style="list-style-type: none"> <li>· <b>Ch15 Performance measurement</b></li> <li>· Ch15 quiz</li> <li>· <b>Article Quiz 1</b></li> </ul>

Week 10 Mar15-21	<i>Spring break, no assignments</i>
Week 11 Mar29-Apr4	<h2>Managing Business Marketing Channels</h2> <ul style="list-style-type: none"> <li>· Ch10 Marketing Channels</li> <li>· Chapter quiz</li> </ul>
Week 12 Apr5-11	<p>Exam 2, Apr 5-6</p> <p>Case study/projects starts, virtual meetings</p>
Week 13 Apr12-18	<h2>B2b Sales Management</h2> <ul style="list-style-type: none"> <li>· Ch14 Sales Management</li> <li>· Chapter quiz</li> <li>· Article quiz 3</li> </ul>
Week 14 Apr19-25	<p>B2b Communications</p> <ul style="list-style-type: none"> <li>· Ch13 B2b Communications</li> <li>· Chapter 13</li> <li>· Article Quiz 4</li> </ul>
Week 15 Apr26-May2	Case study projects due May 2 <sup>nd</sup> , option to present virtually this week
Week 16 May 3-6	<p>Exam 3, May 3-4</p> <p>Group Evaluations due May 4</p>

Having read the Honor Code for the University of West Georgia, I understand and accept my responsibility to uphold the values described therein and to conduct myself in a manner that will reflect the values of UWG and the Richards College of Business so as to respect the rights of all UWG community members. As a UWG student, I will represent myself truthfully and complete all academic assignments honestly and within the parameters set by my instructor.

I understand and accept that if I am found guilty of violations (through processes due me as a UWG student and outlined in the UWG Student Handbook), penalties will be imposed.

I also recognize that my responsibility includes a willingness to confront members of the UWG community if I feel there has been a violation of the Honor Code.

Ultimately, I will conduct myself in a manner that promotes UWG as the best place to work, learn, and succeed for my generation, and those to come!

## About the Richards College of Business

### Vision

To become a globally recognized college of business preparing forward-thinking, responsible leaders.

### Mission

We are in the business of transforming lives through education, engagement, and experiences.

### Strategic Goals and Values

#### *Student Success*

Admit quality students and provide them with an education that is rich in experiences and engagement opportunities to prepare them to be effective and ethical professionals.

#### *Academic Success*

Recruit, retain and develop faculty and staff by providing sufficient resources to support dynamic and up-to-date bachelor and master-level curricula, to conduct research and other professional activities, and to support engagement with all stakeholders.

#### *Operational Success*

Recruit, retain and develop administrative management and staff personnel to manage, develop and support infrastructure and those activities that build internal and external partnerships while working in an ever-changing environment.

#### *Ethical Values*

The Richards College of Business community (administrators, faculty, staff, students, and business partners) share a commitment to the principles of honesty and integrity in interactions and undertakings, accountability for personal behavior, and respect for the rights, differences, and dignity of others. In addition, we strive to continuously improve our abilities to recognize unethical behavior and to make ethical and moral decisions.

## Institutional Policies

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### Academic Support

**Accessibility Services:** Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

**Center for Academic Success:** The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or [cas@westga.edu](mailto:cas@westga.edu).

**University Writing Center:** The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or [writing@westga.edu](mailto:writing@westga.edu).

## Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

## Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

## UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

## Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

## HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional\\_information#](http://www.usg.edu/hb280/additional_information#)  
([http://www.usg.edu/hb280/additional\\_information](http://www.usg.edu/hb280/additional_information))

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php>  
(<https://www.westga.edu/police/campus-carry.php>)

## Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

## ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

## COVID-19

**Proctored Exams/Online Instruction:** Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

**Face Coverings:** Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

**Student FAQs:** For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](#)  
(<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

## Additional Items

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