

**ZICKLIN BUSINESS SCHOOL - BARUCH COLLEGE - CUNY**  
**DEPARTMENT OF MARKETING & I B - SPRING 2008**  
**BUSINESS MARKETING MANAGEMENT - MKT 4700**

**Professor J. David Lichtenthal**  
**One Bernard Baruch Way**  
**Room 12 - 247**  
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**Office Hours:**  
**Tues. 10:00 -11:00 A.M.; 12:30 -1:00 P.M.**  
**Thurs. 10:00 -11:00 A.M.; 12:30 -1:00 P.M.**  
**& by appointment**

**COURSE OVERVIEW**

Industrial or business-to-business marketing is the marketing of goods and services among commercial enterprises, institutions, government and resellers. What an organization buys is used in making the goods and services that they, produce and sell. The motivation for a purchase is professional use, not personal use, although stronger longer-term relationships are often formed.

The business buyer differs from the final consumer. A business buyer may be a large organization with complicated procurement needs. The buying firm may have more knowledge about the buying process, the product and more power than the seller in dynamic ongoing exchanges. An ultimate goal for both sides of the business buyer-seller dyad is to go beyond transactions and value - added exchanges. There is often intense pressure to improve critical functioning on both the selling and buying sides. Collaborative exchanges may be formed, which are predicated on mutual commitments, made in expectation of long - run benefits.

For the business buyer, there are typically many individuals influencing the final outcome of an organization-wide decision making process. The number of personnel and their importance in the business buying process change over time and buying occasion. As a result, in business-to-business marketing, the target "customer" may not be as easy to locate and buying needs more difficult to define, fulfill and sustain. Business marketing managers face even greater challenges than their consumer counterparts in accurately assessing the effects of changes in the marketing mix (i.e., product, pricing, placement & promotion) on their company's performance in the business marketplace.

This course is devoted entirely to business market management. The primary objective is to help you understand how organizational buying decisions are made, in the context of the business buyer - seller dyad and the tactical implications for managing the business marketing mix. Concentration is on the dynamics of managing business marketing relationships in response to organizational buying behavior, rather than how to manage the purchasing function or the industrial sales force, although these topics receive some attention. You will become familiar with the principles of organizational buying / selling, business marketing mix management, and their applications and limitations.

**LEARNING GOALS:** 1. to understand and use business marketing terminology; 2. to understand and analyze the "two-tier market" critical thinking process; 3. to apply the marketing mix in a business marketing context; to identify options when faced with decision making in a competitive business market situation; 4. to use secondary information and web-based resources to gather information about firms or industries; 5. to gain familiarity with basic negotiation strategy, preparation and tactics; 6. to understand "best practices" business marketers.

## REQUIRED TEXTBOOK

Hutt, M.D. and T.W. Speh (2007), Business Marketing Management: A Strategic View of Industrial and Organizational Markets, Ninth Edition, Thomson/Southwestern. (HS)

## ADDITIONAL RESOURCES

Optional Viewing: Website URLs for major B t B companies (also a prospect list for employment).

Optional Literature: *Business Marketing, Industrial Marketing Management.*

Optional Reserve Readings: @ the Newman Library Reserve Desk under Lichtenthal, J.D. as follows:

Business Marketing / Selling / Education – Course Reserve Binder  
Careers in Professional Selling - Booklet  
Career Paths in Marketing: CD - ROM

## ASSESSMENT

In - class performance.....	10%
Examinations - Four (three within-term examinations <i>and</i> a cumulative final) .....	90%
Total.....	100%

## IN-CLASS PARTICIPATION & PERFORMANCE

Class time will be used for lectures and informal discussions. To reason effectively in business-marketing terms you must take an active role. Your participation in class is strongly encouraged. In particular, you are asked to draw on your business experience and ask questions derived from reading the textbook as well as answering assigned chapter questions. There will also be a limited amount of video viewing highlighting company practices, two sessions on negotiation fundamentals; two sessions on the use of business marketing web-based data resources and several industry guest speakers.

You are expected to be prepared and participate in class discussions. The quality *and* quantity of your questions *and* answers will influence the evaluation of your performance in this area.

## EXAMINATIONS

There will be three examinations during the semester and a comprehensive final based on the material in Hutt and Speh and associated class discussions. **PLEASE NOTE THESE TEST ADMINISTRATION DATES, AS THERE WILL BE NO MAKE-UP EXAMINATIONS.**

**Academic dishonesty** is unacceptable and will not be tolerated. Cheating, forgery, plagiarism and collusion in dishonest acts undermine the college's educational mission and the students' personal and intellectual growth. Baruch students are expected to bear individual responsibility for their work and to uphold the ideal of academic integrity. Any student who attempts to compromise or devalue the academic process will be sanctioned. You will be required to sign an honesty statement on each and every exam. On the Blackboard site for this course you will find a course document titled: "Fostering Academic Honesty." The URL for the complete Baruch College policy is provided as well.

<b>WEEK OF:</b>	<b>TOPIC</b>	<b>READING ASSIGNMENT</b>
Jan. 28	The Nature and Scope of Business Marketing	HS - 1
Feb. 4	Business Buying Processes & Organizational Buying Behavior (OBB)	HS - 2 & 3
Feb. 11	Customer Relationship Management Strategies for Business Markets	HS - 4
Feb. 18	<b>FIRST EXAMINATION</b>	
Feb. 25	E-Commerce Strategies	HS - 13
Mar. 3	Industrial Market Segmentation, Demand & Forecasting	HS - 5 & 6
Mar. 10	Business Market Planning & Global Business Strategy	HS – 7 & 8
Mar. 17	<b>SECOND EXAMINATION</b>	
Mar. 24	Industrial Product Strategy, Management & Development	HS – 9 & 10
Mar. 31	Business Services Management	HS - 11
Apr. 7	Distribution and Supply Chain Management	HS – 13 & 14
Apr. 14	<b>THIRD EXAMINATION</b>	
Apr. 21	Class <b><u>DOES NOT</u></b> Meet	
Apr. 28	Industrial Pricing Strategy and Tactics	HS - 15
May 5	Business Communications: Advertising, Sales Promotion Trade Shows, Direct / Internet	HS - 16
May 12	Industrial Selling and Sales Management & Controlling Business Marketing Strategies	HS - 17 HS - 18
EXAM WEEK	<b>FINAL CUMULATIVE EXAMINATION</b>	