



Program	Master of Business Administration (MBA)	Semester - 4
Type of Course	Minor	
Prerequisite		
Rationale	-	
Effective From A.Y.	2024-25	

Teaching Scheme (Contact Hours)				Examination Scheme				
Lecture	Tutorial	Lab	Credit	Theory Marks		Practical Marks		Total Marks
				T	T	P	P	
4	-	-	4	50	30	-	-	150

SEE - Semester End Examination, T - Internal Theory, P - Internal Practical

Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
1	Module I Introduction to B2B Marketing: <ul style="list-style-type: none"> Business marketing Business market customers Characteristics of business markets Organizational buying and buying behavior The buying process Organizational markets of India: <ul style="list-style-type: none"> Organizational and business markets Government as a customer Commercial enterprises Commercial and institutional customers 	15	25
2	Module II Segmenting business markets Business marketing planning: <ul style="list-style-type: none"> Strategic role of marketing Components of a business model Product strategy: <ul style="list-style-type: none"> Product policy Industrial product strategy Technology adoption Building B2B brands Product support strategy Managing innovation and NPD: <ul style="list-style-type: none"> Management of Innovation Managing technology Determinants of new product performance 	15	25
3	Module III	15	25



Course Content		T - Teaching Hours W - Weightage	
Sr.	Topics	T	W
	<p>Managing service for business markets:</p> <ul style="list-style-type: none"> Understanding the customer experience Delivering effective customer solutions Marketing of solutions <p>Pricing in B2B marketing:</p> <ul style="list-style-type: none"> Pricing process Competitive bidding <p>Managing marketing communications for business markets:</p> <ul style="list-style-type: none"> B2B Advertising Digital marketing Trade shows, exhibitions, business meets Managing the sales force 		
4	<p>Module IV</p> <p>Managing Channels:</p> <ul style="list-style-type: none"> Business marketing channels and participants Channel design and management decisions E-commerce for business marketing channels B2B logistics management <p>Marketing of Projects:</p> <ul style="list-style-type: none"> Characteristics of project management Competitive bidding for projects PPP Projects <p>Implementation of marketing strategy:</p> <ul style="list-style-type: none"> Successful strategy implementation Building a customer driven organization Ethical issues in B2B Marketing 	15	25
Total		60	100

Suggested Distribution Of Theory Marks Using Bloom's Taxonomy			
Level	Understanding	Evaluate	Create
Weightage	25	25	50

NOTE : This specification table shall be treated as a general guideline for the students and the teachers. The actual distribution of marks in the question paper may vary slightly from above table.

Course Outcomes	
At the end of this course, students will be able to:	
CO1	To study the challenges, applications and the dynamic environment of B2B marketing, including the unique nature of organizational buying behaviour
CO2	Develop B2B marketing strategies blending in the marketing concepts
CO3	Analyze the influence of culture & recommend socially responsible practices for B2B marketing
CO4	Develop a business marketing plan for a real local company that mainly targets business customers



CO PO Mapping

CO	CO - 1	CO - 2	CO - 3	CO - 4
PO - 1	3	3	2	3
PO - 2	2	3	2	3
PO - 3	1	2	3	2
PO - 4	1	2	3	2
PO - 5	0	2	1	3

Reference Books

1.	B2B Marketing: A South Asian Perspective (TextBook) By Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh Cengage Latest
2.	Business Marketing: Concepts and Cases By Sharad Sarin McGraw Hill Latest
3.	Business Market Management (B2B): Understanding, Creating, and Delivering Value By James C. Anderson, Das Narayandas, James A. Narus and D.V.R. Seshadri Pearson Latest