



COURSE SYLLABUS
MKT 425/525 – BUSINESS TO BUSINESS MARKETING
Ohio University, Fall 2009

INSTRUCTOR: Yong J. Wang, Ph.D.
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OFFICE HOURS: Mondays/Wednesdays: 1:00 – 2:00 p.m.
Other times by appointments only

CLASS SCHEDULE: Mondays/Wednesdays 4:10 – 6:00 p.m.
CSC 121B

A tentative schedule is provided in Appendix I. The instructor will announce any unscheduled changes in advance on *Blackboard* and/or via e-mail.

TEXTBOOK: Anderson, James C., Narus, James A., and Narayandas, Das (2008), *Business Market Management: Understanding, Creating, and Delivering Value*, 3rd Edition, Prentice Hall, Upper Saddle River, NJ

RECOMMENDED MATERIALS: Journals, books, and websites listed in Appendix II.

ONLINE ACCESS: Course syllabus and all other handouts are accessible through Blackboard (<http://www.ohio.edu/blackboard>). Technical staff at the Service Desk can be reached at (740) 593-1222 by telephone if you have any technical problems using Blackboard.

**COURSE
DESCRIPTION:**

This Business-to-Business (B2B) Marketing course deals with business concepts, marketing activities, management systems, and supporting technologies that can lead to successful development and effective management of B2B relationships. This marketing course focuses on a wide range of current issues in B2B marketing, such as business process management, customer relationship management, customer satisfaction measurement, business decision-making process, market orientation, business networks, marketing strategy, marketing channels, and cross-border business development.

Students are required to attend each class session and present assigned materials or projects in class. Students are expected to participate in class discussions on a variety of contemporary issues that impact local and transnational business practices. In particular, students are encouraged to serve as facilitators to examine and critique emerging trends in the literature dealing with critical aspects of B2B marketing.

**COURSE
OBJECTIVES:**

This course is designed to provide students with a comprehensive understanding of selected concepts, models, and theories in respect to local and transnational B2B marketing. This course is also aimed to assist students in building critical analytical and problem-solving abilities in real-life business relationship management.

**EXPECTED
LEARNING
OUTCOMES:**

Upon successful completion of this course, student are expected to:

- (1) Perform information and literature search on latest B2B marketing issues by using academic and commercial portals;
- (2) Make reasonable and ethical decisions in B2B marketing that deal with global practices, strategies, negotiations, and management;
- (3) Develop and utilize business models and frameworks to professionally and strategically describe practical B2B marketing management processes that have transnational implications;
- (4) Identify, analyze, and manage critical B2B marketing problems using quantitative and qualitative methods;
- (5) Develop oral and written communication skills by using collaborative technologies to engage with business firms locally and internationally;
- (6) Use leading-edge productivity software and other computing technologies to generate business plans as well as presentations that have a global appeal.

EVALUATION OF PERFORMANCE:

Evaluation of student performance in this course will be based on attendance, class participation, quizzes, group project, project presentation, and written examinations. Distribution of grades (100 points = 100%) is based on the following percentages:

Attendance: Students are expected to be punctual and well prepared to attend all class sessions. Every non-legitimate absence will result in 2 points deducted from the final grade. **(10%)**

Class Participation: Students' involvement and contribution in class will also be evaluated on a 0-10 scale, 10 being extremely active and dedicated. If a student never intends to interact with the instructor or **the group members during any group efforts** in a positive and voluntary manner, a 0 will be given for class participation. **(10%)**

Jeopardy Quiz: The quizzes will be held in class on a group basis. After each chapter, 5 multiple-choice questions will be given. Students will take turns to earn points for their group. **(1% × 10 = 10%)**

Research Project and Presentation: The research project (Appendix III) requires an integrated essay paper by a team of 5-6.* The topic of the project will be selected in consultation with the instructor. The findings from the research projects will be presented in class by the teams at the end of the quarter, on a tentative schedule. B2B marketing principles, concepts, and processes should be applied in the project based on team discretion. **(25% + 5% = 30%)**

* Graduate students are required to complete the research project (including the presentation) on an individual basis.

Written Examinations: The mid-term and final exams will be given on the basis of all the learning materials provided by the instructor in the course. The final exam will approximately cover the materials distributed or discussed in the second half of the quarter. Topics covered in the mid-term exam will not be repeated but may be included as theoretical foundations, if necessary. **(20% × 2 = 40%)**

GRADING SCALE:

The following scale will be used for determining final grades.

93% and above.....	A
90% to 92%.....	A-
87% to 89%.....	B+
80% to 86%.....	B
70% to 79%.....	C
60% to 69%.....	D
59% and below.....	F

**STUDENT
RESPONSIBILITY:**

Please keep in mind that students will be exclusively responsible for:

- (1) Obtaining the textbook and required readings;
- (2) Preparing required tools to take exams in classroom;
- (3) Access to Internet to find necessary information for the assignments;
- (4) Making group and individual schedule for any assignments and presentations;
- (5) Submitting assigned works to the instructor;
- (6) Initiating and completing withdrawals from the course;
- (7) All other activities in accordance with University guidelines.

**CLASS
ATTENDANCE:**

The instructor will check for attendance at the beginning of class. Students are advised to be punctual for class; otherwise they will be counted as absent when they are not in the seat when attendance is taken. The instructor may also check for attendance at the end of class. Absence in excess of five classes without legitimate documentation will result in a failing grade or a drop from the course. Students arriving late or leaving early will be recorded as tardy. Every five tardy records will result in a failing grade or a drop from the course.

Federal regulations require that attendance of veterans be carefully monitored. Veterans with excessive absence will be reported.

Foreign student should monitor their attendance carefully and consult their International Office Advisor about the minimum number of credit hours needed. Dropping a course or getting a drop from the course by the instructor can affect their immigration/visa status and duration of stay in the United States.

**ABSENCE AND
ACCOMMODATION:**

Legitimate absence includes illness, death in the immediate family, religious observance, jury duty, involvement in University-sponsored activities, and other activities permitted by the University. Students with scheduled activities must check with the instructor as early as possible to clarify that there will be no conflict with the policy.

The arrangement of accommodation will only be given to students who are able to produce a legitimate documentation of absence within seven days of returning. Official documents should be written in English. All non-United States documents must be authenticated and verified.

According to the University guidelines, students may document reasons for their absences as follows:

- (1) When a student is to participate in an authorized University activity such as a departmental trip, music or debate activity, ROTC function, or athletic competition, notification should be issued by the sponsoring

office.

(2) Students absent from class due to hospitalization as inpatients in O'Bleness Memorial Hospital will not be issued a notification of cause of absence. However, students may request that their instructors call the Health Center for verification of their hospitalization on certain days.

(3) Students who receive medical or dental care as outpatients at Hudson Health Center will not be issued a notification of cause of absence. However, students may request their instructors to call the Health Center (the attending physician, if possible) for verification that they received outpatient care on a given day. It is assumed students visiting the Health Center as outpatients will do so without missing classes whenever possible.

(4) Students who receive medical care from health care personnel or facilities other than the University Medical Services are expected to present the instructors of classes necessarily missed for this reason verification of the date they received such care from the physician or dentist attending them.

The instructor will accommodate students returning to class after a legitimate absence. This accommodation may take the form of make-up work, recalculation of grades based on remaining work, or other agreeable means. Upon request, the instructor may offer additional assistance to students returning to class after a legitimate absence.

SUBMISSION REQUIREMENTS:

The group project must be submitted to the instructor in both hardcopies and softcopies (via e-mail). The paper must be computer-generated by *Microsoft Word*. For the consideration of full credit, please make sure that all requirements for the submission are followed.

Without legitimate reasons, the following rules will apply to late submissions, including hardcopies and/or softcopies:

Within 24 hours	80%
Within 48 hours	50%
After 48 hours	0

Late submissions with legitimate excuses will be given full credit. However, late works must be submitted within a reasonable period. Please do not place documents in the mail box or office without consent. It will not be counted as formal submission. The instructor will not be responsible for any loss of documents that are not submitted in accordance to the rules set forth.

**ACADEMIC
DISHONESTY:**

The instructor complies with all regulations governing the academic ethics of students as outlined by the University. Students are expected to do their own work and to give appropriate credit for the work of others.

The Ohio University Student Code of Conduct prohibits all forms of academic dishonesty. These include cheating; plagiarism; forgery; furnishing false information to the University; and alteration or misuse of University documents, records, or identification. If a student engages in course-related academic dishonesty, his or her grade in the course will be Fail (F) given by the instructor. Any student wishing to protest the instructor's action has recourse to the established grievance procedures, starting at the department level.

The instructor may also report cases of academic dishonesty to the Director of University Judiciaries for further action. However, by doing so, the instructor does not in any way relinquish the right to assign a grade in the course.

**WITHDRAWAL BY
STUDENT:**

Students are responsible for initiating and completing withdrawals from the course. A failing grade may result from failure to comply with this requirement.

**FAIL/DROP
POLICY:**

Students may receive a failing grade (F) or be dropped from the course under any of the following conditions:

- (1) Excessive absence (five or more classes);
- (2) Excessive tardiness (five or more late arrivals or early departures);
- (3) Signing the class roll for another student who is absent, or having another student sign the class roll when s/he is absent;
- (4) Academic dishonesty as defined by the University;
- (5) Intentionally disturbing lectures, sleeping, doing irrelevant work, using laptops for irrelevant purposes, or using cell phones and beepers in class after being warned multiple times;
- (6) Explicit expression of disrespect to other people, regardless of reason.

**GRADES AND
RECORDS:**

Students can obtain final grades from the Office of University Registrar. In compliance with the Privacy Act, records will not be posted or released in any other manner (telephone and e-mail in particular).

The instructor will keep all hardcopies and electronic copies of submitted works for 90 days. Students are advised to keep copies of submitted works. In the unlikely event of a grade appeal, a student must present own copies of works as evidence.

**RESCHEDULE OR
CANCELLATION OF
CLASS:**

Due to adverse weather conditions or other unforeseen circumstances, classes may have to be canceled or rescheduled. Unless indicated otherwise, activities scheduled for the day will then be due the following class.

COPYRIGHTS: Classroom lectures, classroom activities, and associated materials developed in the course are copyrighted in the name of the instructor. Recording of classroom activities by any electronic means, by students, other faculty, university administrators, or others, requires permission of the instructor. This does not apply to non-verbatim notes taken by students.

COMMENTS AND SUGGESTIONS: The instructor welcomes input to help improve student learning in this course. Please feel free to provide your comments and suggestions.

ADA STATEMENT: In compliance with the Americans with Disabilities Act (ADA), all students who have a documented disability are entitled to reasonable academic accommodations. If you are a student with special needs, it is your responsibility to be registered with the Office for Institutional Equity via one of the following methods:

Crewson House, Athens, Ohio 45701

Phone: (740) 593-2620

TTY: (740) 593-9463

Fax: (740) 593-0790

E-mail: equity@ohio.edu

Web address: www.ohiou.edu/equity/disabilityservices/

In addition, if there is any student in this class who, due to a disability, has need for non-standard note taking, test taking, or other course modification, please inform the instructor before the end of the second week of class.

DISAGREEMENTS: Students should carefully read through the syllabus when it is distributed. Any question regarding the content of the syllabus should be raised to the instructor. If you disagree on any of the rules and regulations set forth in this course syllabus, please report to the instructor or the Marketing Department within three days after the syllabus is distributed. After that, you will be regarded as fully understanding and agreeing on the rules and regulations set forth in the syllabus.

**APPENDIX I:
TENTATIVE SCHEDULE**

MKT 425/525 – BUSINESS TO BUSINESS MARKETING

Dr. Yong Wang

Fall 2009

WEEK	DATE	TOPIC	ACTIVITIES
1	09/07		<ul style="list-style-type: none"> • Labor Day, no class
	09/09	Syllabus	<ul style="list-style-type: none"> • Introduction of Course • Syllabus Overview • Group Arrangement and Schedule • Home Reading: Cross-Border Negotiations
2	09/14	Chapter 1: <i>B2B Principles</i>	<ul style="list-style-type: none"> • Chapter Overview • Discussion (Cross-Border Negotiations) • Jeopardy Quiz • Home Reading: ACSI
	09/16	Chapter 2: <i>Market Sensing</i>	<ul style="list-style-type: none"> • Chapter Overview • Discussion (Customer Satisfaction) • Jeopardy Quiz
3	09/21	Chapter 3: <i>Understanding Customers</i>	<ul style="list-style-type: none"> • Chapter Overview • Discussion (Value-In-Use) • Jeopardy Quiz
	09/23	Chapter 4: <i>Market Strategy</i>	<ul style="list-style-type: none"> • Chapter Overview • Discussion (Job Interview Skills) • Jeopardy Quiz • Group Project Initiation
4	09/28	Chapter 5: <i>Market Offerings</i>	<ul style="list-style-type: none"> • Chapter Overview • Jeopardy Quiz • Home Reading: Market Orientation
	09/30		<ul style="list-style-type: none"> • Review for Mid-Term
5	10/05	Chapter 6: <i>New Offering Realization</i>	<ul style="list-style-type: none"> • Chapter Overview • Discussion (Market Orientation) • Jeopardy Quiz • Questions and Answers for Mid-Term
	10/07		<ul style="list-style-type: none"> • Mid-Term Exam
6	10/12	Chapter 7: <i>Marketing Channels</i>	<ul style="list-style-type: none"> • Chapter Overview • Jeopardy Quiz
	10/14	Chapter 8: <i>Gaining Customers</i>	<ul style="list-style-type: none"> ➤ <u>Project Outline Due</u> • Chapter Overview • Discussion (Prospecting and Hierarchy of Effects) • Jeopardy Quiz • Home Reading: Business Relationships

7	10/19	Chapter 9: <i>Partnership</i>	<ul style="list-style-type: none"> • Chapter Overview • Discussion (Business Relationships) • Jeopardy Quiz • Home Reading: Commitment-Trust Theory
	10/21	Chapter 10: <i>Customer Relationship Management</i>	<ul style="list-style-type: none"> • Chapter Overview • Discussion (Commitment and Trust) • Jeopardy Quiz
8	10/26		• Group Project Meeting and Consultation
	10/28		➤ <u>Draft Paper Due</u> <ul style="list-style-type: none"> • Scheduling for Presentation • Review for Final Exam
9	11/02		• Group Project Presentation Session I
	11/04		• Group Project Presentation Session II
10	11/09		• Group Project Presentation Session III
	11/11		• Veterans Day, no class
11	11/16		➤ <u>Final Paper Due</u> <ul style="list-style-type: none"> • Questions and Answers for Final • Discussion (Critical Thinking) • Teaching Evaluation
	11/18-24		• Final Exam Period (see University schedule)

APPENDIX II

LIST OF RECOMMENDED BOOKS, JOURNALS, AND WEB SITES

Books:

Blattberg, Robert C., Getz, Gary, and Thomas, Jacquelyn S. (2001), *Customer Equity*, Harvard Business School Press, Boston, MA

Dobler, Donald W. and Burt, David N. (1996), *Purchasing and Supply Management*, McGraw Hill, New York

Kahaner, Larry (1997), *Competitive Intelligence*, Simon and Schuster, New York

Keller, Kevin L. (2003), *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*, Prentice-Hall, Upper Saddle River, NJ

Lehman, Donald R. and Winer, Russell S. (2001), *Analysis for Marketing Planning*, McGraw Hill/Irwin, Burr Ridge, IL

Nagle, Thomas T. and Holden, Reed K. (2002), *The Strategy and Tactics of Pricing*, Prentice-Hall, Upper Saddle River, NJ

Porter, Michael (1985), *Competitive Advantage*, The Free Press, New York

Journals:

Industrial Marketing Management
Journal of Business and Industrial Marketing
Journal of Business-to-Business Marketing
Journal of Personal Selling and Sales Management
Harvard Business Review
Strategic Management Journal

Web Sites:

American Marketing Association (www.marketingpower.com – a major association for marketing professionals)

Business Marketing Association (www.marketing.org – an association for marketing professionals that specialize in marketing communications)

Direct Marketing Association (www.the-dma.org – an association for marketing professionals that specialize in direct marketing channels)

Association of Strategic Alliance Professionals (www.strategic-alliances.org – an association for marketing professionals that specialize in inter-organizational relationships)

Institute for the Study of Business Markets (www.isbm.org – research institute that specialize in business market management)

National Association of Wholesalers-Distributors (www.naw.org)

APPENDIX III RESEARCH PROJECT REQUIREMENTS

MKT 425/525 – BUSINESS TO BUSINESS MARKETING

Dr. Yong Wang

“Building, Implementing, and Managing Brand Equity in Business Markets”

B2B marketers have become increasingly interested in building brands (Beverland, Napoli, & Lindgreen, 2007; Low & Blois, 2002). However, although knowledge of branding is well developed in the business-to-consumer context, we have comparatively less insights on the role of brands in business and industrial markets. Research suggests that brands play a role in purchasing decisions, and serve as a source of competitive differentiation in industrial markets. Nevertheless, marketers lack guidance on key issues relating to strategic brand management in the B2B market.

The research project seeks responses from future marketers who face this gap. As a team, you are required to write a paper in regard of this area. The paper should have the following structure:

1. Introduction: Brief discussion of the history and current practices of B2B branding and brand development that is relevant to your topic.
2. Case: From any external source (besides the textbook), find a critical business case (or multiple, comparative cases) related to the management of B2B brands. The business case can be either a successful or disastrous strategy/process/event/story/ system that took place in a firm or organization due to either considerable or tactless management of B2B brands. You may want to use two or more business cases for comparison or cross-validation.
3. Case Analysis: What are the factors that influence or determine the success or failure of brands or branding? Based on existing literature in marketing management, find reasons in depth. In this section, you need to cite at least 5 articles from academic journals (e.g., Journal of Business and Industrial Marketing, International Business Review, Journal of International Marketing) and at least 5 articles from professional trade journals (e.g., Wall Street Journal, Business Week, Forbes). Use these articles from the literature to support your arguments.
4. Managerial Remarks and Conclusion: Offer your own insights, findings, and recommendations.

Finding an interesting case (or cases) is important for all. You can choose from a variety of topics. Specific topics may include, but are not limited to the following:

- Industrial marketers’ management of brand architecture, including corporate branding.
- The nature and effectiveness of industrial brand extension strategies.
- Cases of brand establishment, repositioning, or death in business markets.
- The nature of customer-based brand equity, including the role of rational, emotional, and self-relevant cues.

- The role of integrated marketing communications in managing industrial branding.
- Similarities and differences in the branding of industrial products and services.
- The role of corporate social responsibility in industrial branding.
- Different corporate branding programs in industrial markets.
- Different roles of brands and brand attributes among buying team members.
- Barriers to branding in industrial markets.
- Industrial brands and the marketing mix.
- The role of brands in new product launch success.
- The competitive benefits of branding in business markets.
- E-commerce and brands in business markets.
- Global brand strategies in industrial markets.
- Business-to-business brand community.
- Evaluating brand equity in industrial markets.
- The transferability of brand management theory from business-to-consumers to business-to-business.
- Managing the evolution of industrial brands.

Requirements:

1. *Length:* For a team of 5 and above, the requirement is 15 pages minimum, double-spaced. For a team of 4 and below, 12 pages minimum. For graduate students who conduct the research on an individual basis, 8 pages minimum, all inclusive.
2. *Format:* There is no particular style required. But the paper should stick to one style (e.g., Chicago) consistently from the beginning to the end.
3. *Citation:* minimum 10 citations, 5 out of which from academic journals.
4. *Presentation:* Findings will be presented in class towards the end of the quarter. See tentative schedule. Each team/individual should employ 10-15 slides of PowerPoint to present the selected topic. Business cases and examples are suggested when demonstrating key concepts and models. The presentation may last for 10-15 minutes, followed by an interactive discussion with the class audience. Overall, the team/individual should spend no more than 25 minutes. The presentation will be evaluated separately (5 points).
5. *Submission:* Hardcopy and softcopy of the paper, plus the softcopy of the PowerPoint, due on or before the deadline. Softcopies should be submitted to the instructor via email. See tentative schedule.

References:

- Beverland, M., Napoli, J., & Lindgreen A. (2007), "Industrial global brand leadership: a capabilities view", *Industrial Marketing Management*, Vol. 36, No. 8, pp. 1082-1093.
- Low, J. & Blois, K. (2002), "The evolution of generic brands in industrial markets: the challenges to owners of brand equity," *Industrial Market Management*, Vol. 31, No. 5, pp. 385-392.

Evaluation:

The final paper of the research project is worth 25 percent of the total grade for the course. The presentation is evaluated separately for another 5 percent.

For the final paper of the research project, the rubric is set forth as follows:

- Logic, reasoning, and strength of arguments (30%)
- Theoretical foundation (20%)
- Innovativeness and creativity (15%)
- Integration and consistency (10%)
- Citation and source credibility (10%)
- Meeting format requirement (5%)
- Meeting length requirement (5%)
- Meeting submission requirement (5%)

For the presentation, the rubric is set forth as follows:

- Quality of oral presentation (30%)
- Quality of PowerPoint aids (20%)
- Demonstration of concepts and models by cases and examples (20%)
- Interactivity and audience involvement in discussion (10%)
- Professionalism (10%)
- Time control (10%)