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| **PROGRAM** | **Master of Business Administration** |
| **SEMESTER** | **4** |
| **COURSE TITLE** | **INDUSTRIAL MARKETING** |
| **COURSE CODE** | **04MB0410** |
| **COURSE CREDITS** | **03** |
| **COURSE DURATION** | **42 Hours (42 sessions of 60 minutes each)** |

**COURSE OUTCOMES:**

* Understand the concepts of B2B marketing and its distinguishing features.
* Explain organizational buying behaviour and analyze customer relationship management.
* Assess business market opportunities i.e. market segmentation and demand analysis, including sales forecasting.
* Design business market planning and strategy.
* Identify the drivers of marketing strategy performance and evaluate the critical area of strategy implementation of a business marketing firm.

**Course Contents:**

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| **Unit No** | **Unit/Sub-unit** | **Sessions** |
| **I** | **B2B definition**  (b) Classification of business products- Foundation, entering & facilitating. (c) Type of business customers, Commercial. Government & institutional (d) Differences between consumer and business marketing.   * Market structure difference.   Marketing Approach difference. A business Marketing Perspective  Business Marketing  Business Market Customers  Customers: Government, Institutions  Business Marketing management  B2B Top Performers  Classification of Goods for the Business Markets, case study | 09 |
| **II** | **ORGANIZATIONAL BUYING PROCESS-1**  (a) Robinson, Faris & Wind Models (i) Buy- phase model  (ii) Buy Class model  (iii) Buy grid model  (b) Marketing implications of buy phase model-  (i) Salesman role @ different stages of buying process(c) Marketing Implications of buy class models-  (i) Marketing approach of in suppliers vs out suppliers. ORGANIZATION BUYING PROCESS-2  (a) Webster & Wind model  (b) Buying Centre roles  (c) How buying center composition changes with buying situation  (d) Decision making in Buying Centre   * Varying Individual preference & their relation to organizational function   Varying patterns of interaction & group choice CUSTOMER RELATIONSHIP MANAGEMENT **STRATEGIES FOR BUSINESS MARKETS**   * Relationship Marketing-Process * Managing Buyer-Seller Relationships * Measuring Customer Profitability * Customer Relationship Management (CRM)   **B2B RELATIONSHIP & RELATIONSHIP MANAGEMENT STRATEGIES**  (a) Types of relationship& relationship spectrum & Industry Bandwidth  (b) Understanding customer profitability using whale curve & Net margin/cost to serve matrix  (c) Strategy guidelines for creating collaborative relationships  (i) Customer coverage-Enterprise to enterprise bonding (ii) Growing Business- Going up business share ladder (iii) Retaining business – JIT & Operational & Design Partnering strategies  (d) Switching costs  case study | 09 |
| **III** | **Segmentation and Targeting in Business Markets-I**  Macro-segmentation variables  (i) Geography, industry, size, end use, Application  Micro-segmentation variables   1. Buyer –seller relationship, key criteria, structure of buying center, organizational innovativeness.   **Segmentation and Targeting in Business Markets -II**  (a) Criteria for targeting segments  (i) Company criteria-objective, capability  (ii) Segment criteria- segment volume, segment profitability, & segment competition  (b) Types of targeting strategies  Full market coverage, single segment coverage, product specialist, Market specialist, selective specialization. Demand forecasting & sales planning  (a) Demand forecasting-Sales force opinion/composite method  (b) Demand forecasting-Survey of buyer intention method  (c) Demand forecasting-Growth rate method  (d) Demand forecasting-End use method  (e) Sales planning using market share method  (f) Customer wise sales planning using business share method  (g) Marketing risk concept  Case Study | 08 |
| **IV** | **BUSINESS MARKETING PLANNING: STRATEGIC PERSPECTIVE**  Marketing’s Strategic Role  Cross Functional Relationships  The Components of a Business Model  Core Strategy  The Value network  Strategic positioning, BUSINESS MARKETING STRATEGIES GLOBAL MARKETS  Capturing Global Advantage  Network Coordination  Global Market Entry-Options  Global Strategy. MANAGING PRODUCTS FOR BUSINESS MARKETS  Building a strong B2B Brand  Brand Strategy  Product- 9 dimensions of product differentiation  Product Positioning  Case Study | 08 |
| **V** | **MARKETING PERFORMANCE MEASUREMENT**  A Strategy Map  Developing Strategy  Allocation of Resources  **The Marketing Control Process. KEY ACCOUNT MANAGEMENT**  (a) Field Sales force organization structure – Geographic, Product and market centered  (b) Key account management sales force structure  (c) Criteria for selecting key accounts  (d) Role of KAM  (i) Creating a special offering  (ii) Relationship building  (iii) Relationship facilitator  (iv) Problem solving/coordination. B2B Marketing Channels  (a) Example of multiple channel using company sale force & industrial distributors  (b) Situations where sales force is used & situations where industrial distributors are used.  **B2B Marketing Channels**  (a) Example of multiple channel using company sale force & industrial distributors  (b) Situations where sales force is used & situations where industrial distributors are used  (c) Industrial Distributors  (i) Activities performed for company  (ii) Services offered to customers- fulfilment & value added services  (d) Types of industrial Distributors  (i) General Line distributors  (ii) Specialty Distributors  (iii) Value added resellers – VAR  (e) Manufacturer representative & their activities  Case Study | 08 |

**Evaluation:**

**The students will be evaluated on a continuous basis and broadly follow the scheme given below:**

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|  |  | Weight age |
| A | Continuous Evaluation Component (Assignments / Presentations/ Quizzes / Class Participation/ etc.) | 20% (C.E.C.) |
| B | Internal Assessment | 30% (I.A.) |
| C | End-Semester Examination | 50% (External Assessment) |

**Text Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | Edition & Year of  Publication |
| **T-01** | Michael D. Hutt, Dheeraj Sharma and Thomas W. Speh, Cengage | B2B Marketing: A South-Asian Perspective | Cengage | Edition: 11th  ISBN-13: 9788131520796 |

**Reference Books:**

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| **Sr. No** | **Author/s** | **Name of the Book** | **Publisher** | **Edition and Year** |
| **R01** | Kotler and Keller | Marketing Management | Pearson Prentice Hall | (15th Edition) |
| **R02** | by [Arch G. Woodside](https://www.amazon.com/Arch-G-Woodside/e/B001HPXX9C/ref=dp_byline_cont_book_1)  (Editor), [Jagdish N. Sheth](https://www.amazon.com/s/ref=dp_byline_sr_book_2?ie=UTF8&field-author=Jagdish+N.+Sheth&text=Jagdish+N.+Sheth&sort=relevancerank&search-alias=books) (Editor), [Peter D. Bennett](https://www.amazon.com/s/ref=dp_byline_sr_book_3?ie=UTF8&field-author=Peter+D.+Bennett&text=Peter+D.+Bennett&sort=relevancerank&search-alias=books) (Editor) | Consumer and Industrial Buying Behavior | Elsevier Science Ltd (June 1, 1977) | * ISBN-10 : 0444002308 * ISBN-13 : 978-0444002303 |
| **R03** | Krishna K. Havaldar | Industrial Marketing | Tata McGraw-Hill Education, 2005 | 2009 2ND EDITION |
| **R04** | Richard M. Hill, Ralph S. Alexander and James S. Cross | Industrial Marketing | Homewood, Ill. : Richard D. Irwin | 4. ed., 6. prin |
| **R05** | Brennan, Canning & McDowell | Business – to – Business Marketing | SAGE Publication | 5th ed.2020 |
| **R06** | Nirmalya Kumar | Marketing (chapter on Solution Selling) | Harvard Business Review Press | 2n 2018 |