WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Business to Business Marketing
COURSE NUMBER: BMK 310

I. RATIONALE:

The business market is huge! In fact, when measured in dollars, this market is over four times larger than the consumer market. Over 13 million businesses and organizations spend more than $3.1 trillion on goods and services and the market is continuing to grow. This vital segment of our economy has undergone major transformations in the past several decades reflecting the changing face of American commerce. Students will better understand organizational buying behavior and the needs and motivations shaping that behavior. By better understanding business to business marketing dynamics, they will add value to their organizations and enhance their careers.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Identify the marketing principles and factors that comprise business marketing.

Learning Outcomes: The student will:

A-1 Explore the importance of business marketing and the role it plays in our environment
A-2 Understand the differences between business and consumer marketing
A-3 Determine the characteristics of business demand and organizational buying behavior
A-4 Learn about business market planning and formulation of strategy
A-5 Explore the ethical issues of business marketing

GOAL B:
Explore the organizational buying process and the role of professional selling and sales management

Learning Outcomes: The student will:

B-1 Examine the factors in the business buying process and the environmental forces influencing that process.
B-2 Analyze the professional selling model, contemporary trends and the function of the sales manager.
B-3 Discuss the materials management concept and alternative approaches.
B-4 Determine the importance of attracting and retaining the business customer to the overall strategic plan of the organization.

**GOAL C:**
Discover the importance of market research analysis.

**Learning Outcomes:** The student will:

- C-1 Understand that there is a rigorous scientific approach to business marketing research.
- C-2 Define and solve marketing research problems.
- C-3 Develop information sources- both primary and secondary.
- C-4 Learn about marketing information systems.

**GOAL D:**
Discover opportunities through market segmentation and positioning in the B2B arena

**Learning Outcomes:** The student will:

- D-1 Identify various approaches for market segmentation
- D-2 Classify various dimensions that will help in segmentation
- D-3 Learn about product positioning strategy

**GOAL E:**
Determine the process in new product development, management and strategy

**Learning Outcomes:** The student will:

- E-1 Learn the new product development process.
- E-2 Analyze product life-cycles.
- E-3 Analyze product portfolio classification and strategy.
- E-4 Learn the characteristics of business services.

**GOAL F:**
Discover the importance of price planning and strategy

**Learning Outcomes:** The student will:

- F-1 Learn the major factors influencing pricing strategy
- F-2 Analyze life cycle costing
- F-3 Understand pricing discount strategies
GOAL G:
Explore the role of promotion in business marketing.

**Learning Outcomes:** The student will:

G-1 Learn how to set objectives for a promotion plan
G-2 Understand how to develop and implement the promotional mix
G-3 Determine how to measure the effectiveness of the business promotion campaign

GOAL H:
Learn the importance of business marketing channel participants.

**Learning Outcomes:** The student will:

H-1 Recognize the functions of marketing channel members
H-2 Appreciate the role and importance of direct channels
H-3 Comprehend the nature of the various types of indirect channels
H-4 Learn the contributing factors to channel cooperation
H-5 Understand the reasons for channel conflict and the available remedies
H-6 Determine when to use intensive, selective and exclusive distribution policies

GOAL I:
Comprehend the concepts of supply chain management and logistics.

**Learning Outcomes:** The student will:

I-1 Comprehend the theory of supply chain logistics
I-2 Appreciate the importance of physical distribution
I-3 Understand the strategic role and importance of customer service
I-4 Differentiate between public and private warehouses
I-5 Learn the significance of inventory control in the distribution function
I-6 Understand the concept of value proposition, value chain and supply chain management

GOAL J:
Understand the importance of International Business Marketing

**Learning Outcomes:** The student will:

J-1 Appreciate the complexities of the global business environment
J-2 Discuss the opportunities and challenges involved in international marketing
J-3 Recognize the significance of international law
J-4 Differentiate among various methods of entry into international business
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J-5 Discuss the development of global marketing mixes for international business markets