

COURSE TITLE : **BUSINESS MARKETING**

COURSE NUMBER : **MKTG 370**

CREDITS : 3

PREREQUISITE : MKTG 210

ECTS CREDITS : 6

OFFERED : SPRING

SEMESTER HOURS : 36

COURSE DESCRIPTION & OBJECTIVES :

This course examines industrial products and services, better known as “business-to-business” marketing in comparison to consumer product marketing. The student learns about the purchasing, promotion and pricing methods in BTB marketing, as well as the channels of distribution.

Provides students with in-depth exposure to the industrial marketing environment and addresses issues which need to be resolved prior to implementing industrial marketing strategies and policies.

INSTRUCTIONAL METHODOLOGY :

The course will include theoretical material, presented in lecture format, as well as real world issues through an extensive use of cases, videos and articles published in the business press. These will provide ample occasion for students to develop the analytical skills necessary for appropriate policy formulation.

- Introduction to course and the industrial marketing environment
- Industrial Markets (corresponding cases)
- Organizational buyer behavior
- Marketing Information, research & forecasting (corresponding cases)
- Industrial market segmentation
- Product & Brand Management Decisions
- Channels of distribution - Logistics
- Advertising, publicity and promotion
- Costing & pricing decisions
- The international environment

TEXT : ***Business Marketing Management***, Hutt&Spey, South Western, 10th Int. Ed, 2010

EVALUATION :

The final grade will be made up of a class participation and 2 assignments (30%), a research project (30%) and a final examination (40%).