

# MARK-2500: BUSINESS-TO-BUSINESS/ORGANIZATIONAL MARKETING

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## Cuyahoga Community College

### Viewing: MARK-2500 : Business-to-Business/Organizational Marketing

**Board of Trustees:**

2013-01-24

**Academic Term:**

2013-08-26

**Subject Code**

MARK - Marketing

**Course Number:**

2500

**Title:**

Business-to-Business/Organizational Marketing

#### **Catalog Description:**

Principles and practices involved in marketing of materials, equipment, supplies, and services to organizational markets, such as manufacturers, resellers, service providers, institutions, and the government. Focus on unique characteristics of organizational market and how to profitably sell in this market by developing proper marketing mix. Includes product management, pricing policies, channels of distribution, and promotional practices.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

**Lab Hour(s):**

0

**Other Hour(s):**

0

## Requisites

### Prerequisite and Corequisite

MARK-2010 Principles of Marketing.

## Outcomes

**Objective(s):**

1. Demonstrate an understanding of the economic factors that influence the demand for industrial goods and services.
2. Explain the unique characteristics of organizational purchasing.
3. Explain the purchasing decision process that organizational buyers use in different buying situations.
4. Demonstrate an understanding of how organizations select and evaluate suppliers.
5. Demonstrate an understanding of the role of marketing in the strategic planning process.
6. Demonstrate an understanding of why and how secondary and primary data are collected and used.
7. Explain how industrial marketers can segment the market and choose target markets.
8. Explain product strategies which are appropriate in the various stages of the product life cycle.
9. Demonstrate an understanding of the new product development process.
10. Explain the various types of business-to-business distribution channels and the appropriateness of when to use each type.
11. Demonstrate an understanding of the role of physical distribution and customer service.
12. Demonstrate an understanding of the elements of the promotions mix and their applications in organizational marketing.

13. Demonstrate an understanding of the factors that influence pricing strategy and the range of pricing policies needed to serve multiple market segments.
14. Apply various product pricing techniques.
15. Demonstrate an understanding of the special problems and concerns in international marketing.
16. Demonstrate an understanding of the basic differences between consumer and organizational marketing.
17. Use social media for supply chain integration.
18. Identify business prospects via social network sites.

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**Methods of Evaluation:**

1. Examinations and quizzes
2. Participation
3. Research reports
4. Group assignments
5. Oral presentations
6. Projects
7. Case analyses
8. Computer simulations

**Course Content Outline:**

1. The nature of organizational marketing
  - a. Definition
  - b. Types of organizational markets
  - c. Environmental influences
2. Organizational buying behavior
  - a. Differences between consumer buying and organizational buying
  - b. Role and members of the buying center
  - c. The buying decision process
3. Strategic planning
  - a. Definition
  - b. The strategic planning process
  - c. The marketing research process in decision making
  - d. Resources for collecting primary and secondary data
  - e. Market segmentation and target marketing
    - i. basis for segmentation
    - ii. evaluating potential segments
    - iii. selecting target markets
4. Product planning
  - a. Understanding the four key product strategies
  - b. New product development
5. Distribution strategy
  - a. Types of marketing channels and channel participants
  - b. Appropriate use of various distribution channels
  - c. Physical distribution and logistics
  - d. Customer service
6. Promotions planning
  - a. Personal selling: the major promotion element
  - b. Other promotion elements: advertising, sales promotion, publicity
7. Formulating pricing policies
  - a. Factors influencing pricing decisions
  - b. Laws/regulations regarding pricing
  - c. Product pricing techniques
8. Business-to-business marketing in the international environment
  - a. Strategies for international marketing
  - b. Problems and concerns
  - c. Resources available to assist companies in international marketing

## Resources

Hass, Robert W. *Business Marketing: A Managerial Approach*. South-Western, 1995.

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Hutt, Michael D., and Thomas W. Speck. *Business Marketing Management: A Strategic view of Industrial and Organizational Markets*. Harcourt, Brace, 1998.

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Reeder, Robert R., Edward G. Brierty, and Betty H. Reeder. *Industrial Marketing: Analysis, Planning and Control*. Prentice-Hall, 1991.

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