

LESSON PLAN HOURLY WISE

Subject Name: BUSINESS MARKETING

Lecture hours: 42

Objectives:

1. *To equip students, with application tools towards formulating and implementing Business Marketing Strategies.*
2. *To facilitate in-depth understanding of similarities and differences between Business to Business marketing and Consumer Marketing.*

Sl. No	UNIT & OBJECTIVES	No. of Lecture Hours	Methodology/Instructional techniques	Evaluation/ learning confirmation
UNIT I	Nature of Business Marketing	6		
1.	What is Industrial/Business Marketing, Differences between Business and Consumer Marketing, environmental analysis in industrial / business marketing.	2	Lecture and Examples	Question and Answer
2.	Nature of Demand in Industrial Markets. Business Markets, Products and Environment – Types of organizational customers, purchasing practices of business customers.	3	Lecture, illustrations, discussions, Case Study	Question and Answer
UNITII	Organizational buying and buying behavior	6		
1.	Organizational buying decision process, buying situations, buy grid frame work, buying center roles, key members of buying center,	2	Lecture, illustrations, discussions	Question and Answer

2.	Models of organizational buying behavior-the Webster and Wind Model, the Sheth Model.	2	Lecture, illustrations, discussions	Question and Answer
3.	Buyer – Seller Relationship – Buyer and Sales representative interaction, relationship marketing, sales presentation, negotiation, reciprocity, dealing with customer’s customer, customer service, management of major and national accounts. Relationship marketing: managing buyer seller relationship, customer relationship management.	2	Lecture, illustrations, discussions	Written Work
UNIT III	Marketing Research and Marketing Intelligence	8		
1.	Nature and scope of industrial marketing research, marketing research process-Problem definition and approach, Research Design, Exploratory Research Design, Primary data collection methods, Secondary data importance, Data Analysis .	3	Lecture and Case Study	Case Study
2.	Industrial marketing intelligence system-Meaning, Tools and applications, Importance, Marketing Intelligence Process, Trend Analysis, bases for segmenting consumer and business markets.	3	Lecture, illustrations, discussions	Question and Answer
3.	Developing industrial marketing plan, implementing and controlling marketing plans, industrial market segmentation, target marketing, and positioning	2	MCQs	MCQ Test
UNIT IV	Product strategies and new product development	8		
1.	Meaning of industrial product, changes in product strategy, product strategies for existing products, product life cycle and strategies. Impact of technology – Hi-Tech marketing, new product classification, development process and strategy.	3	Lecture and illustrations	Question and Answer

2.	Pricing Strategies and Policies: Factors that influence pricing decisions, pricing strategies – competitive / tender bidding, pricing new products, pricing across product life-cycle. Pricing policies – application of discounts, geographical pricing, role of leasing.	3	Lecture, illustrations, discussions	Question and Answer
3.	Defining E commerce, key elements supporting E commerce, internal strategy implementation	2	Lecture, illustrations, discussions	Question and Answer
UNIT V	Distribution channels and marketing logistics:	8		
1.	Alternative structures of industrial channel, types of business intermediaries, channel design, managing channel members. Business logistics system - tasks of physical distribution, total distribution cost and customer service.	4	Lecture, illustrations, discussions	Question and Answer
2.	Supply chain Management – Concept of supply chain management, strategic role of logistics, business to business logistical management. Creating B2B Channel Strategies	4	Lecture, illustrations, discussions	Question and Answer
UNIT VI	Marketing Communications and Marketing Promotion	6		
1.	- Direct selling, applications of needs satisfaction theory in marketing industrial products, Dealer management-Appointment motivation leadership communications and control of dealers.	3	Lecture and illustrations	Question and Answer

2.	Promotional of Industrial products: Supporting Salesman, Motivating distributors, stimulating primary demands, sales appeal, publicity and sponsorships, trade shows, exhibits, catalogues, samples, promotional letters, promotional novelties.	3	Lecture, illustrations, discussions	Question and Answer
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Prepared By:

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Approved By: