



Course Title: Industrial Marketing

Course Level: PG

Course Code: MKTG709

Credit Units: THREE

L	T	P/S	SW/F W	TOTAL CREDIT UNITS
3	0	0	0	3

Course Objectives:

Every business has an element of Institutional, B-2-B, Business or Organizational Marketing, which is covered under the common nomenclature of Industrial marketing in this course.

To establish any business firm in marketplace, it is important to familiarize ourselves with the concept of industrial marketing and its unique issues which marketers encounter while marketing to organisations rather than to individual consumers.

- The course is designed to prepare the student for a career in “Business-to-Business” space.
- The course covers the key aspects of Industrial Markets and its impact on overall growth of the organization and to develop skills to formulate implementable marketing strategies.
- The course exposes the students to a variety of product-market situations. It covers theoretical perspective and its application in a complex industrial marketing environment.

Prerequisites:

The student opting for this course should have successfully completed the course on Marketing Management. Some work experience, whether in a family owned business or with a medium-to-large organization is desirable but not necessary.

Student Learning Outcomes:

- The student who completes the course successfully will be able to outline and list the factors affecting marketing strategies in a typical B-2-B scenario and identify the strategies to stay relevant in the market place. The student of the course will be better positioned to recognize the impact of traditional consumer behavior theories and decision making processes in a B-2-B organization as compared to a B-2-C organization.

- By the end of the course, the student will be able to outline, relate and demonstrate the relationships between applied industrial marketing concepts and its impact on competition.
- The student will be able to demonstrate, modify and apply the applications and uses of select industrial marketing concepts in simulated business situations. By the end of the course, the student will be better placed to choose, compare and evaluate various decision-making processes, aligning the same with specific requirements of the organization and address specific concerns of decision makers and influencers across hierarchy.

Course Contents/Syllabus:

	Weightage (%)
Module I Introduction to Industrial Marketing	25
<ul style="list-style-type: none"> • Stages of production process and Industrial firms involvement • Difference between consumer market and business market • Economic perspective of Industrial demand • The Industrial Customers • Customer value in Business markets • Industrial Products Classification • Marketing implication • Purchasing Orientations • Purchasing Practices • Environmental Analysis 	
Module II Organisational Buying and Buying Behaviour	15
<ul style="list-style-type: none"> • Purchasing Objectives • Buying Process • Purchase Situations • Buygrid Framework • Buying Centre and Influences • Models of Buying Behaviour • Conflicts in Joint Decision making & Resolution • Supplier's Evaluation • Buyer Seller Relationship 	
Module III Industrial Marketing Intelligence and STP	15
<ul style="list-style-type: none"> • Industrial Marketing Research and Demand Forecasting • Market Segmentation • Business Variables • Target Marketing • Positioning 	
Module IV 4 P's of Industrial Marketing	

<ul style="list-style-type: none"> • New Product Development • Innovation and product differentiation • Marketing of Business Services • Business Marketing Channels • Channel Financing- Factoring, Credit Insurance • Market Logistics • Managing Personal selling function • Business marketing Communications • Pricing in Business Markets 	30
Module V Implementation, Control and E-Commerce	15
<ul style="list-style-type: none"> • Strategic Planning at Corporate and Business Level • Implementing and Controlling marketing Plan • Ethical aspects of Business marketing • B-2-B form of e-Commerce and Models • International Business Marketing 	

Pedagogy for Course Delivery:

This class will be taught using a mix of theory and the case method. In addition to assigning the case studies, the course instructor will spend considerable time helping you understand the concept of business development, challenges and issues with managing Industrial products and Services.

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination
30%	NA	70%

Theory Assessment (L&T):

Continuous Assessment/Internal Assessment	End Term Examination
--------------------------------------------------	-----------------------------

Components (Drop down)	Mid-Term Exam	Project	Viva	Attendance	
Weightage (%)	10%	10%	5%	5%	70%

Text & References:

- Business Marketing:Text and Cases, Krishna K. Havaldar, McGraw Hill, ISBN: 978-1-25-909796-6
- Industrial Marketing, Horey Sankar, Mukerjee, Excel Books, ISBN: 978-81-7446-700-3
- Industrial Marketing, P.K. Ghosh, Oxford, ISBN:0-19-567794-3

Journals:

- Harvard Business Review
- MIT Sloan Management Review
- Knowledge @ Wharton
- Journal of Business-to-Business Marketing

Any other Study Material:

- Industrial Marketing, Reeder Robert, PHI, ISBN: 978-812031245-6
- Business Marketing, Dwyer R, Tanner J, McGraw-Hill, 0071244387
- Business-to-Business Marketing, Vitale Giglierano, Thomson, ISBN: 981-2406077
- Business to business marketing: analysis & practice in dynamic environment, Vitale, Robert P, ISBN 03-2407-296-1
- Business Marketing Management: B2B; Michael D. Hutt; Cengage Learning; ISBN-10: 1133189563
- The Fundamentals of Business-to-Business Sales & Marketing; John Coe; McGraw-Hill; ISBN-10: 0071408797
- B2B Brand Management; Philip Kotler; Springer; ISBN-10: 3642064701
- Building Loyalty in Business Markets, Das Narayandas, Harvard Business Press, 2005
- Old Company, Modern Marketing Strategy: Lessons from Lee Kum Kee, Harvard Business Press, 2003
- Business Marketing; Understand What Customers Value, James C. Anderson, James A. Narus
- Scope and Challenge of Business-to-Business Marketing; Bruce Isaacson, 1994
- Marketing When Customer Equity Matters, Dominique M. Hanssens, Daniel Thorpe, Carl Finkbeiner , 2008