



**BUSI 3208B
BUSINESS-TO-BUSINESS MARKETING
Winter 2014**

Professor: Dr. Diane A. Isabelle
Office: DT 1707
Class Time/Place: Fridays 8:35 - 11:25 am, SA409
Office Hours: Fridays 1:00 pm to 2:00 pm
Email (preferred): diane.isabelle@carleton.ca
Twitter: @DianeAIsabelle **Blog:** dianeisabelle.com

Course Prerequisite: Third-year standing and BUSI 2204 or 2208 (with a grade of C- or better).

The School of Business enforces all prerequisites.

Required Texts: Vitale, Giglierano, Pfoertsch, 2011, Business-to-Business Marketing, Pearson.

Supplemental References:

Hutt and Speh, 2013, eleventh Edition, Business Marketing Management b2b, South-Western Cengage Learning.

Dwyer and Tanner, 2009, Fourth Edition, Business Marketing Connecting Strategy, Relationships, and Learning. McGraw-Hill Irwin.

Course Objectives:

The course will deal with marketing in business-to-business markets, including strategic marketing management, buyer behaviour and competitive analysis, sales management, new product management, and international issues. It will combine theory and practice. While providing the basics in the field for all students, the course will also provide scope for individual student investigation of topics of interest.

Specific objectives are:

- To understand the differences between Business-to-Consumer (B2C) marketing and Business-to-Business (B2B) marketing
- To understand buyer behaviour in B2B marketing
- To apply the elements of the marketing mix to the B2B environment
- To apply marketing strategies relevant to businesses
- To develop critical thinking skills to solve real life entrepreneurship problems

PLEASE NOTE: This course will be supported by CuLearn. A discussion group will be available for students, and a variety of resources as well as announcements will be regularly posted on the site. Students will be fully responsible for reading and responding appropriately to all information distributed through the course site. In case of class cancellation due to inclement weather or other unforeseen circumstances, an announcement will be posted as soon as possible.

Note that the School requires that correspondence with professors be carried out through your Sprott email account only.

Grading:

Grading:	Percent
Buyer/Seller Interview or B2B Thought Paper (Individual)	20
Midterm Test	20
Comprehensive Case (Group) – written report	20
Presentation	5
Class Participation (assessed through verbal contributions, case-related discussions and Newsbytes)	15
Final Test	20
Total	100

***NOTE: Students must achieve a minimum grade of 50% on the final exam AND a minimum grade of 40% on the total grade for the comprehensive group project to pass this course.**

Assignments

Specific assignment instructions will be posted on the course CuLearn site for the individual and group assignments. All assignments must be posted before the deadline. **Note: Late assignments are NOT accepted.**

Newsbytes: In addition, starting with class 2, please find a recent article or story (less than 3 month old) about business marketing in a newspaper, business magazine or marketing-related websites and produce a full one-page typewritten summary (Font 12, **single** spaced) that illustrates a topic of interest in the course. These are due at the start of each class. In addition, each week a few of you will present their article. These will form part of your class participation grade. The summary should contain the following (please use them as headers):

- Date and source (no need to attach the article)
- Headline
- Companies involved
- Business-to-Business marketing Issue
- How did they deal with it, or how are they planning to deal with it?
- Your opinion, related to B2B concepts

Newsbytes are intended to stimulate class participation. **Therefore you need to attend class to submit your newsbytes.** Each submitted newsbytes counts for 1 point (max 6, pass/fail marking). Presented newsbytes and contribution to newsbytes presented by other students counts for 2 points each (max 3 presented). An online simulation, conducted in class, will be worth 3 points, bringing the total to 15 points for participation. Details to be provided in class and on CuLearn.

Midterm Test and Final Test

The midterm test will be held during regular class time and will consist of multiple choice and perhaps some short/long-answer questions based on the textbook chapters assigned up to the test date and all lectures and materials covered in the classes. The midterm will be based on the textbook chapters and all lectures and materials covered in class up to the date of the midterm. Students who are unable to write the midterm exam due to a certified illness (Students must advise me no later than 24 hours after the midterm exam, but preferably before the midterm) will

have the weight of the midterm exam added to their final test. The final test will be held during the formal exam period and will be based on the textbook chapters and all lectures and materials covered in class (with an emphasis on material covered subsequent to the midterm for multiple choice questions).

Class Participation and Attendance

Your engagement and participation are necessary for learning and success. Think of class participation in the classroom as the equivalent of management participation in meetings. Not attending class or leaving during a class (except in extenuating circumstances and after informing the professor) is disruptive of the learning environment, and will have a negative impact on your participation grade. **Please note that attendance during the classes when the comprehensive group projects are being presented is mandatory;** failure to attend these classes will result in a reduction of your participation grade. The penalty is 1% per week missed (e.g., your final grade will be reduced by 1% for each week of presentations missed).

Wireless Devices and laptop usage

The use of wireless devices and laptops is only allowed for activities related to the class. Inappropriate use of your wireless/laptop in class will be noted and will affect your participation grade.

Class schedule

Week	Date	Date and Topics	Newsbytes
1	Jan 10	<ul style="list-style-type: none"> • Welcome Session: Course Outline and Introductions • Chap 1: Intro to B2B Marketing • Chap 2: The B2B Environment • Chap 4: The Legal and Regulatory Environment • Form groups of 4 students for group assignments 	
2	Jan 17	<ul style="list-style-type: none"> • Chap 3: Organizational Buying and Buyer Behaviour • Chap 7: Segmenting, Targeting and Positioning • Submit list of group names. 	1 st
3	Jan 24	<ul style="list-style-type: none"> • Chap 5: Concepts and Context of Business Strategy • Chap 6: Market Research and Competitive Analysis 	2 nd
4	Jan 31	<ul style="list-style-type: none"> • Chap 8: Developing Product, Service and Value • Chap 9: Innovation and Competitiveness • Buyer Interview or B2B Thought Paper assignment due 	3 rd
5	Feb 7	<ul style="list-style-type: none"> • In class Midterm test 	
6	Feb 14	<ul style="list-style-type: none"> • Chap 10: Pricing in B2B Marketing • Comp Proposals due 	Online simulation

Week	Date	Date and Topics	Newsbytes
	Feb 21	<ul style="list-style-type: none"> • Winter break – NO classes ☺ 	
7	Feb 28	<ul style="list-style-type: none"> • Chap 11: Business Development and Planning 	4 th
8	March 7	<ul style="list-style-type: none"> • Chap 12: B2B Selling • Chap 13: B2B Branding 	5 th
9	March 14	<ul style="list-style-type: none"> • Chap 14: Channel Relationships and Supply Chains 	6 th
10	March 21	<ul style="list-style-type: none"> • Comprehensive Case presentations (Attendance mandatory) 	
11	March 28	<ul style="list-style-type: none"> • Comprehensive Case presentations (Attendance mandatory) 	
12	Apr 4	<ul style="list-style-type: none"> • Chap 15: Communicating with the Market • Comprehensive Case report due 	

Additional readings on a particular topic will occasionally be assigned. While every attempt will be made to keep to the schedule listed below, unforeseen circumstances and availability of guest speaker(s) may necessitate modifications throughout the semester (including assignments, readings and topics). I will keep you informed of changes via CuLearn.

Additional Information

Required calculator in BUSI course examinations

If you are purchasing a calculator, we recommend any one of the following options: Texas Instruments BA II Plus (including Pro Model), Hewlett Packard HP 12C (including Platinum model), Staples Financial Calculator, Sharp EL-738C & Hewlett Packard HP 10bII

Group work

The Spratt School of Business encourages group assignments in the school for several reasons. They provide you with opportunities to develop and enhance interpersonal, communication, leadership, follower-ship and other group skills. Group assignments are also good for learning integrative skills for putting together a complex task. Your professor may assign one or more group tasks/assignments/projects in this course. Before embarking on a specific problem as a group, it is your responsibility to ensure that the problem is meant to be a group assignment and not an individual one.

Medical certificate

Please note that in all occasions that call for a medical certificate you must use or furnish the information demanded in the standard university form.

<http://www1.carleton.ca/registrar/forms/>

In accordance with the Carleton University Undergraduate Calendar (p 34), the letter grades assigned in this course will have the following percentage equivalents:

A+ = 90-100	B+ = 77-79	C+ = 67-69	D+ = 57-59
A = 85-89	B = 73-76	C = 63-66	D = 53-56
A - = 80-84	B - = 70-72	C - = 60-62	D - = 50-52

F = Below 50 WDN = Withdrawn from the course

ABS = Student absent from final exam

DEF = Deferred (See above)

FND = (Failed, no Deferred) = Student could not pass the course even with 100% on final exam

Academic Regulations, Accommodations, Plagiarism, Etc.

University rules regarding registration, withdrawal, appealing marks, and most anything else you might need to know can be found on the university's website, here:

<http://calendar.carleton.ca/undergrad/regulations/academicregulationsoftheuniversity/>

Requests for Academic Accommodations

Academic Accommodations for Students with Disabilities

The Paul Menton Centre for Students with Disabilities (PMC) provides services to students with Learning Disabilities (LD), psychiatric/mental health disabilities, Attention Deficit Hyperactivity Disorder (ADHD), Autism Spectrum Disorders (ASD), chronic medical conditions, and impairments in mobility, hearing, and vision. If you have a disability requiring academic accommodations in this course, please contact PMC at 613-520-6608 or pmc@carleton.ca for a formal evaluation. If you are already registered with the PMC, contact your PMC coordinator to send me your **Letter of Accommodation** at the beginning of the term, and no later than two weeks before the first in-class scheduled test or exam requiring accommodation (*if applicable*). After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are

made. Please consult the PMC website for the deadline to request accommodations for the formally-scheduled exam (*if applicable*).

- The deadlines for contacting the Paul Menton Centre regarding accommodation for final exams for the December 2013 exam period is November 8, 2013 and for the April 2014 exam period is March 7, 2014.

For Religious Obligations:

Students requesting academic accommodation on the basis of religious obligation should make a formal, written request to their instructors for alternate dates and/or means of satisfying academic requirements. Such requests should be made during the first two weeks of class, or as soon as possible after the need for accommodation is known to exist, but no later than two weeks before the compulsory event.

Accommodation is to be worked out directly and on an individual basis between the student and the instructor(s) involved. Instructors will make accommodations in a way that avoids academic disadvantage to the student.

Students or instructors who have questions or want to confirm accommodation eligibility of a religious event or practice may refer to the Equity Services website for a list of holy days and Carleton's Academic Accommodation policies, or may contact an Equity Services Advisor in the Equity Services Department for assistance.

For Pregnancy:

Pregnant students requiring academic accommodations are encouraged to contact an Equity Advisor in Equity Services to complete a letter of accommodation. The student must then make an appointment to discuss her needs with the instructor at least two weeks prior to the first academic event in which it is anticipated the accommodation will be required.

Academic Integrity

Violations of academic integrity are a serious academic offence. Violations of academic integrity – presenting another's ideas, arguments, words or images as your own, using unauthorized material, misrepresentation, fabricating or misrepresenting research data, unauthorized co-operation or collaboration or completing work for another student – weaken the quality of the degree and will not be tolerated. Penalties may include expulsion; suspension from all studies at Carleton; suspension from full-time studies; a refusal of permission to continue or to register in a specific degree program; academic probation; and a grade of Failure in the course, amongst others. Students are expected to familiarize themselves with and follow the Carleton University Student Academic Integrity Policy which is available, along with resources for compliance at <http://www2.carleton.ca/sasc/advisingcentre/academic-integrity/>.

Assistance for Students:

Student Academic Success Centre (SASC): www.carleton.ca/sasc

Writing Tutorial Services: <http://www1.carleton.ca/sasc/writing-tutorial-service/>

Peer Assisted Study Sessions (PASS): www.carleton.ca/sasc/peer-assisted-study-sessions

Important Information:

- Students must always retain a hard copy of all work that is submitted.
- All final grades are subject to the Dean's approval.
- Please note that you will be able to link your CONNECT (MyCarleton) account to other non-CONNECT accounts and receive emails from us. However, for us to respond to your emails, we need to see your full name, CU ID, and the email must be written from your valid CONNECT address. Therefore, it would be easier to respond to your inquiries if you would send all email from your connect account. If you do not have or have yet to activate this account, you may wish to do so by visiting <https://portal.carleton.ca/>