

**CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
BUSI 3208B (WINTER 2017)
BUSINESS-TO-BUSINESS MARKETING**

Professor: Robert Helal
Class Time: Thursday 6:05 pm – 8:55 pm
Email: robert.helal@carleton.ca
Course Prerequisite: Third-year standing and BUSI 2204 or BUSI 2208 with a grade of C- or higher. The School of Business enforces all prerequisites.

Course Description & Objectives:

Theories and practice of marketing in business-to-business markets with emphasis on high technology businesses, including strategic marketing management, buyer behaviour and competitive analysis, sales management, new product management, and international issues.

The primary objective for this course is to provide students with a view of topics central to B2B marketing, including perspectives from both theory and practice. While providing the basics in the field for students, the course will also include scope for individual student investigation on topics of interest.

Required Text: *Business-to-Business Marketing*, Vitale, 1st Edition, © 2011

(Note: a copy of the text will be placed on library reserve)

Suggested Supplemental References: (purchase not required)

- Hutt and Speh (2013) 11th Edition, Business Marketing Management B2B, South-Western Cengage Learning
- Dwyer and Tanner (2009) 4th Edition, Business Marketing Connecting Strategy, Relationships, and Learning. McGraw-Hill Irwin

PLEASE NOTE:

This course will be supported by CuLearn. CuLearn will be available to form a class discussion group for students, will include a variety of resources, and 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. Information provided through CuLearn will be considered to have been provided to all registered students within 24 hours of posting.

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 Carleton University email account only.**

Grading:

	Percent
Buyer Interview or B2B Thought Paper (Individual Project)	20
Midterm Exam	20
Comprehensive Case (Group Project) – written report	20
Comprehensive Case (Group Project) – presentation	5
Class Participation (assessed through verbal contributions, case-related discussions, workshop exercises and weekly B2B newsbytes)	15
Final Exam	20
Total	100

Satisfactory In-Term Performance Requirement

Students must achieve a minimum of 50% on the final exam to pass the course.
*Students who fail to meet this minimum in-term performance standard will receive a final grade of **FND** (Failure with No Deferral).*

Examinations

Midterm Exam

The midterm exam will be held during regular class time and will consist of multiple choice and potentially short/long-answer questions. The midterm will be based on the textbook chapters, all lectures and materials covered in class up to the date of the midterm, and any content presented by guest speakers.

Students who are unable to write the midterm exam due to a certified illness will have the weight of the midterm exam added to their final exam. Students must advise me no later than 24 hours after the midterm exam, but preferably before the midterm.

Final Exam

The final exam will be held during the formal exam period and will be based on the textbook chapters, all lectures and materials covered in class, and any content presented by guest speakers.

Assignments

Specific assignment instructions will be posted on the course CuLearn site for the individual and group assignments.

NOTE: Please follow assignment requirements as posted on CU Learn, as they are conwhat will be used in evaluations, in the event of any discrepancies.

All assignments must be posted to CuLearn before the deadline.

Note:

1. Format: All reports are to be submitted in word-processed form (e.g., no handwritten assignments).
2. Submissions: Hard copies of all assignments must be handed in during class, and are due as the class begins. PDF versions must also be submitted for all assignments, and are to be posted to CuLearn before the deadline.
3. Submission Timestamps: Upload date and time of your assignment submissions will be based on CuLearn timestamps.
4. Late Assignments: will be penalized 20% per day late (from time of due date/time). Late Newsbytes will not be accepted.
5. A penalty of up to 10% of the final grade may be assessed if a student is continually poorly prepared, disruptive, or absent from class discussions.
6. Always retain a copy of all assignments submitted.
7. For class presentations, if using computer-based overhead projection, please ensure that you have backup hardcopy presentation materials in case of electronic equipment failure. It is your responsibility to arrange for booking of any required equipment that is not regularly available in class.

1. In-Class Scenario Group Work:

Through the semester, several classes will include group-based scenario work sessions. In these sessions we will take a current day B2B headline reported in the media, and as groups work towards preparing analysis and recommendations to address the specific scenarios facing the organizations as outlined in class. Groups will share their approach and recommendations. These sessions are designed to apply concepts covered in lectures towards real-life scenarios, and to be interactive by drawing various perspectives from across the groups.

2. Newsbytes:

Follow the assignment requirements as outlined on CULearn.

Starting Week 2, students will be required to 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 that illustrates a topic of interest in the course. These are due at the start of each class, and each week a number of students may present their article. These newsbytes will form part of your class participation grade.

Newsbyte Template: All submitted newsbytes are to use the format and sections of the template provided in CULearn, and must be submitted as PDFs. No hard copy submission required in class for newsbytes. Your summary should contain the following (as outlined in the template):

PAGE 1

- Headline
- Date and Source (*include link/URL*)
- Companies Involved & Industry
- B2B Marketing Issue
- Business Environment Pressures (*internal and/or external*)
- Action (*How did they deal with it, or how are they planning to deal with it?*)
- Conclusions (*Why it is interesting and your opinion related to B2B concepts*)

PAGE 2

- Three B2B questions related to course content

Presenting Newsbytes: Newsbytes are intended to stimulate class participation, and if presenting, you will receive an email from me prior to class asking you to prepare your newsbyte.

3. Individual Assignment

Students will be required to submit one individual assignment during the semester, and will have two options to choose from: (a) a buyer interview and (b) a B2B thought paper.

a) Individual Assignment Option 1: Buyer Interview

Follow the assignment requirements as outlined on CULearn.

Maximum 10-12 written pages, double-spaced, plus cover page, references and appendices.

Interview a business buyer about a major purchase involving extensive decision-making and the consideration of multiple options and vendors. Prepare a report on the nature of the purchase, the role of the purchase in the business operation, the buying group, the decision-making process, the criteria used, the information search, the evaluation process, the purchase process, the post-purchase stage, including getting the product up and running and evaluation. Assess the process against what you have read about the process. Evaluate the process and comment on how it may have been improved. Assess what successful and unsuccessful vendors could do to satisfy and get business from this buyer.

Please be prepared to share your findings in class discussions.

Follow the assignment requirements as outline on CULearn.

The Buyer interview report should include the following sections:

1. Executive Summary
2. Analysis:
 - The organization and its position in the industry and the market.
 - The nature of the purchase and its role in the business operation.
 - The buying group, its purchase decision-making process and the selection criteria used
 - Assessment of the buying process against what you (the student) have read about the process.
3. Recommendations
 - Suggested improvements in the buying process.
 - Assess what successful and unsuccessful vendors could do to satisfy and get business from this buyer.
4. References
5. Appendices, and exhibits (including the interview questionnaire)

b) Individual Assignment Option 2: B2B Thought Paper

Follow the assignment requirements as outlined on CULearn.

Maximum 10-12 written pages, double-spaced, plus cover page, references and appendices.

Follow the assignment requirements as outline on CULearn.

For this assignment, review the recent peer-reviewed academic B2B literature, choose one particular cutting edge topic in Business-to-Business Marketing. The paper should provide a literature review focussing on your particular B2B topic, including a discussion of what the research objectives have been and the various approaches (philosophical/methodological) to investigating this topic across different organizational/industry contexts. The ultimate objective

of this thought paper is to give you room to present your own thoughts on the particular area, with a view to suggesting where the field might consider going. Your paper should conclude with possible research propositions/suggestions for future research that describe how the topic could be taken further. Do not propose further research that others have already presented/conducted (it can be easily checked to see whether your ideas appear elsewhere).

These are to be your original ideas alone, based upon your understanding of the particular B2B topic.

4. Group Assignment: Comprehensive Case Analysis

Follow the assignment requirements as outlined on CULearn.

Approximately 20-25 written pages double-spaced, plus cover page, table of contents, references and appendices.

The purpose of the “comprehensive case” is to allow you to take a real-life business marketing problem, analyze it and offer a well thought out solution.

As a group, select a real life, business-to-business marketing problem of interest to you. This problem may be one faced by a company of which you are a part, or one faced by a company where you can get access to enough information to work on solving the marketing problem. The problem must be one that has emerged, or has been documented in the press within the past three months. The company you choose to study cannot be the same organization used in the individual buyer interview assignment. The company you choose must be reviewed with me as part of the project proposal your team will be submitting.

Once you have selected the problem, proceed to gather information, set objectives, conduct your analysis, evaluate alternatives and make your recommendations. Write a report and prepare your oral presentation as per the guidelines to be posted CuLearn.

Content: The comprehensive case analysis consists of an analysis of a real-world current issue for an organization that you will locate and identify. Your report will consist of a detailed and comprehensive description of the situation facing the manager and an analysis with recommendations for action, for the organization. Possible sources of organizations that could serve as a project site include personal jobs or volunteer activities, family and friends, local press stories, etc.

Many businesses have more than one market and market offering. For the purposes of this assignment, you will need to constrain your analysis to one product, product line, or SBU.

Organization and Format: This hand-in assignment must be in the form of a word-processed document (hard copy submission and PDF upload by deadline). Only one comprehensive project write up is required for the whole group. It is expected that the report will be presented in a professional manner including content, formatting, binding, cover page, table of contents, etc. Projects must be submitted in CULearn as a PDF, and before the start of class on the due date.

Group Assignment - Topic Approval: Instructor approval of your selected topic is required. Please ensure that your topic deals with B2B issues. As mentioned, the company you choose to study can be the same organization used in a team member's individual buyer interview assignment, **however you must cover a different problem area**. If choosing the same company, it must be reviewed with me as part of your proposal for the project.

Group Assignment - Presentation of Case analysis: When presenting this case prepare a **20-minute** presentation for the class. This is a maximum. You will not be allowed to go overtime. Then there will be approximately 10 minutes allowed for class discussion of your strategy and implementation. *Depending on class size and group numbers, adjustments to the presentation section of the course may be reassessed. This will be determined in week one of the course.*

Group Assignment - Group/Member Evaluation: A group grade will be assigned, but not all members in the group will necessarily receive the same grade. When the final report is turned in, each group member will turn in a group evaluation as follows: Each member will take 100 points and allocate those points to all the group members (including him/herself) in accordance with the work done by each member. So, if there are 5 members in a group, and all 5 group members contribute equally, each would be allocated 20 points. But, if a member contributed very little, the remaining group members might allocate very few points to that member. If most of the members of a group independently assign few points to a particular member (indicating little contribution), that individual's grade for the project will be adjusted downward depending on how severe the lack of contribution is, as indicated by the other group members.

Inability to Complete an Assignment/Write the Midterm due to Illness

Students who are not able to contribute to a group project, submit an individual assignment, or write the midterm test due to a certified illness will have the weight of the assignment/test added to their final examination, upon provision of an official medical certificate/documentation **at least two weeks** before the final examination. Note: Newsbytes are not eligible.

Class Participation and Attendance

*****Please inform the instructor if you have to leave during class time*****

Thoughtful Participation: Your engagement and participation are necessary for learning and success. Class participation is the classroom equivalent of management participation in meetings. It is an important part of success in this course. Effective participation implies active and continuous contribution to class proceedings.

Not attending class or leaving during a class (except in extenuating circumstances and after informing the professor) is disruptive to the instructor, your fellow students and the learning environment. Such behaviour is not appreciated in any situation and organization, and will have a negative impact on your participation grade.

Preparation for Class: Study the assigned text chapters and assignments before each class. Please be prepared to discuss the contents of the assigned chapters, in class on the day for which is assigned.

Mandatory Attendance on Group Presentation Weeks: Please note that **attendance is mandatory** during the classes when the comprehensive group projects are being presented. Failure to attend these classes will result in a reduction of your participation grade. Each week of the project presentation classes missed will result in a reduction of your final mark by 1% for each week 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*

2016/2017 dates and deadlines: <http://carleton.ca/registrar/registration/dates-and-deadlines/>

Week	Date	Topics	Due This Week
1	Jan 5	<ul style="list-style-type: none"> Welcome Session: Course Outline and Introductions Introduction to B2B Marketing The B2B Environment (intro) Form groups for group assignments <i>Readings: Vitale and Vitale – Chapters 1 and 2</i> 	
2	Jan 12	<ul style="list-style-type: none"> The B2B Environment Organizational Buying and Buyer Behaviour Segmenting, Targeting and Positioning <i>Readings: Vitale and Vitale– Chapter 2, 3 and 7</i> 	Newsbyte 1 Submit finalised groups
3	Jan 19	<ul style="list-style-type: none"> Identifying Marketing Opportunities - Researching the Market Market/Business Strategy <i>Readings: Vitale and Vitale – Chapters 5 and 6</i> 	Newsbyte 2
4	Jan 26	<ul style="list-style-type: none"> Developing Product, Service and Value Innovation and Competitiveness <i>Readings: Vitale and Vitale – Chapters 8 and 9</i> 	Newsbyte 3 Buyer Interview / B2B Thought Paper assignment due
5	Feb 2	<ul style="list-style-type: none"> In Class Midterm Exam 	Group Comp Case proposal due
6	Feb 9	<ul style="list-style-type: none"> Pricing in B2B Marketing <i>Readings: Vitale and Vitale Chapter 10 and 4 (self-study)</i> 	Newsbyte 4
7	Feb 16	<ul style="list-style-type: none"> Business Development and Planning <i>Readings: Vitale and Vitale – Chapter 11</i> 	Newsbyte 5
8	Feb 23	STUDY WEEK (February 20 – 24)	
9	Mar 2	<ul style="list-style-type: none"> B2B Selling and Branding Customer Relationship Development and Management <i>Readings: Vitale and Vitale – Chapters 12 and 13</i> 	Newsbyte 6
10	Mar 9	<ul style="list-style-type: none"> Channel Relationships and Supply Chains <i>Readings: Vitale and Vitale – Chapters 14</i> 	Newsbyte 7
11	Mar 16	<ul style="list-style-type: none"> Communicating with the Market <i>Readings: Vitale and Vitale – Chapters 15</i> Review 	Newsbyte 8
12	Mar 23	<ul style="list-style-type: none"> Comprehensive Case Presentations *** Attendance Mandatory *** 	Group Comp Case report due
13	Mar 30	<ul style="list-style-type: none"> Comprehensive Case Presentations *** Attendance Mandatory *** 	
14	Apr 6	<ul style="list-style-type: none"> Comprehensive Case Presentations *** Attendance Mandatory *** 	

* Speakers, Schedule and Readings:

Guest speakers are expected to present during the semester, and additional readings on a particular topic may occasionally be assigned.

While every attempt will be made to keep to the schedule listed above, 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

Course Sharing Websites

Student or professor materials created for this course (including presentations and posted notes, labs, case studies, assignments and exams) remain the intellectual property of the author(s). They are intended for personal use and may not be reproduced or redistributed without prior written consent of the author(s).

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 Sprott 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.

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, 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

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). Requests made within two weeks will be reviewed on a case-by-case basis. After requesting accommodation from PMC, meet with me to ensure accommodation arrangements are made. Please consult the PMC website (www.carleton.ca/pmc) for the deadline to request accommodations for the formally-scheduled exam (if applicable).
Deadline for April 2017 exams is March 10th, 2017.*

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; a grade of Failure in the submitted work and/or course; academic probation; a refusal of permission to continue or to register in a specific degree program; suspension from full-time studies; suspension from all studies at Carleton; expulsion from Carleton, 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/>.

Sprott Student Services

The Sprott student services office, located in 710 Dunton Tower, offers academic advising, study skills advising, and overall academic success support. If you're having a difficult time with this course or others, or just need some guidance on how to successfully complete your Sprott degree, please drop in any weekday between 8:30am and 4:30pm. Our advisors are happy to discuss grades, course selection, tutoring, concentrations, and will ensure that you get connected with the resources you need to succeed! <http://sprott.carleton.ca/students/undergraduate/support-services/>

Be in the know with what's happening at Sprott: Follow @SprottStudents and find us on Facebook SprottStudents Sprott.

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.
- 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 CARLETON address. Therefore, it would be easier to respond to your inquiries if you would send all email from your Carleton account. If you do not have or have yet to activate this account, you may wish to do so by visiting <http://carleton.ca/ccs/students/>