

**CARLETON UNIVERSITY
SPROTT SCHOOL OF BUSINESS
BUSI 3208B (WINTER 2018)
BUSINESS-TO-BUSINESS MARKETING**

Professor: Dr. Robert Helal
Class Time: Thursday 6:05 pm – 8:55 pm
Email: robert.helal@carleton.ca
Course Prerequisite: 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
B2B “Buying Process” 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.

Examinations and Assignments

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.

In cases where a student does not write the midterm exam, the missed exam will be addressed following the university guidelines for “deferred term work.” Students must advise me no later than 3 working days after the midterm exam date, but preferably before the midterm if they will not be writing the mid-term.

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 what 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.

Each student will be required to submit 5 newsbytes during the semester. Starting week 2 of the semester, there will be 8 weeks designated as newsbyte weeks, and it will be the choice of the student which 5 weeks provide a submission. Students will be required to find a recent article or story (must be 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. For newsbyte submission weeks, all submissions are due on CULearn before the start of each class, and each week a group 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 template as provided. On CULearn, all newsbytes 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*)

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- Three B2B questions related to course content. These will also be used in classes where you present.

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

Follow the assignment requirements as outlined on CULearn.

The individual assignment must be between 20 - 25 written pages (maximum), double-spaced, plus cover page, executive summary, references, and appendices.

Students will be required to submit one individual assignment during the semester. This assignment will focus on the B2B buying process, combining peer review research articles with a real-world business case drawn from a recent news story.

Students will be asked to select a topic related to any stage in the B2B buying process that can be examined both in recent news examples and recent peer-reviewed literature articles. The term paper will consist of two components: 1. a literature review consisting of peer-reviewed articles regarding the chosen process stage, and 2. a recent example case from industry that both illustrate the challenges being faced in the chosen buying process stage, and recommendations from the student on the best course of action, that will supported by the literature review.

News Case Section: Identify a story in the news (no older that six months from the due date of the project), that represents a clear issue in the buying process. Prepare a case analysis based on multiple supporting pieces of information that provide a clear picture of the problem, the situational analysis, the alternatives and the outcomes. If the issue is still under review, then propose alternatives and a solution based on the available information, supported by your literature review. If a conclusion has been reached, then you will provide your assessment of the actions taken, supported by your literature review.

Literature Review Section: For this section, review the recent peer-reviewed academic B2B literature, identifying recent articles (minimum of five) that help explain what is observed in the case from the news, and support your recommendations for the companies involved. The paper should provide a literature review focussing on your 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 purpose of this part of the paper is to give you the opportunity to familiarize yourself with cutting-edge research on the topic and relate it to a real-life example, and to support your recommendations.

Submissions: The individual assignment must be between 20 - 25 written pages (maximum), double-spaced, plus cover page, executive summary, references, and appendices. All submissions **must meet the assignment criteria** outlined in CULearn. This will be made available at the start of the semester.

4. Group Assignment: Comprehensive Case Analysis

Follow the assignment requirements as outlined on CULearn.

Between 20-25 (maximum) written pages double-spaced, plus cover page, executive summary, 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 **15-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, late arrival, 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 up to 5% for the presentation weeks.

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*

2017/2018 dates and deadlines: <https://carleton.ca/registrar/registration/dates-and-deadlines/>

Week	Date	Topics	Due This Week
1	Jan 11	<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 18	<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 on CULearn
3	Jan 25	<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	Feb 1	<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 8	<ul style="list-style-type: none"> • In Class Midterm Exam 	Group Comp Case proposal due
6	Feb 15	<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 22	STUDY WEEK (February 19 – 23)	
8	Mar 1	<ul style="list-style-type: none"> • Business Development and Planning • <i>Readings: Vitale and Vitale – Chapter 11</i> 	Newsbyte 5
9	Mar 8	<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 15	<ul style="list-style-type: none"> • Channel Relationships and Supply Chains • Communicating with the Market • <i>Readings: Vitale and Vitale – Chapters 14 and 15</i> 	Newsbyte 7
11	Mar 22	<ul style="list-style-type: none"> • Comprehensive Case Presentations • *** Attendance Mandatory *** 	Newsbyte 8 Group Comp Case report due
12	Mar 29	<ul style="list-style-type: none"> • Comprehensive Case Presentations • *** Attendance Mandatory *** 	
13	April 5	<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

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			

Grades entered by Registrar:

WDN = Withdrawn from the course

DEF = Deferred

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*).

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 and instructors can confirm accommodation eligibility of a religious event or practice by referring to the Equity Services website (<http://carleton.ca/equity/accommodation/religious-observances/>) for a list of holy days and Carleton's Academic Accommodation policies. If there are any questions on the part of the student or instructor, they can be directed to 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 on 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: <https://carleton.ca/registrar/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 are 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/learning-support/>

Centre for Student Academic Support

The Centre for Student Academic Support (CSAS) is a centralized collection of learning support services designed to help students achieve their goals and improve their learning both inside and outside the classroom. CSAS offers academic assistance with course content, academic writing and skills development. Visit CSAS on the 4th floor of MacOdrum Library or online at: carleton.ca/csas.

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, in order to respond to your inquiries, please send all email from your Carleton CMail 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/>
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