



Course Specifications

Course Title:	BUSINESS-TO-BUSINESS MARKETING (B2B)
Course Code:	MKT-451
Program:	Bachelor of Science of Business Administration in Marketing [BSBA]
Department:	Department of Marketing
College:	College of Business Administration, Al Kharj
Institution:	 PRINCE SATTAM BIN ABDULAZIZ UNIVERSITY COLLEGE OF BUSINESS ADMINISTRATION DEPARTMENT OF MARKETING (P.O. BOX 173, AL-KHARJ 11942,

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 8 th Level (Sem.) / IV Year
4. Pre-requisites for this course (if any): MGT-201
5. Co-requisites for this course (if any): NONE

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	35	80
2	Blended	7	20
3	E-learning		
4	Distance learning		
5	Other		
	Total	42	100

7. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1	Lecture	35
2	Laboratory/Studio	
3	Tutorial	
4	Others (assignments, library, project work)	7
	Total	42

B. Course Objectives and Learning Outcomes

1. Course Description:

This course provides a comprehensive overview of how business services and industrial products are marketed to other businesses, institutions, government bodies, and resellers. Topics include understanding organizational buying behavior, facilitating the buyer/seller dyad, forming strategic alliances and networks, formulating industrial marketing strategy, development of new industrial products, business services creation and management, tactics for negotiations and bidding, industrial advertising/sales promotions, industrial selling and sales force management, trade shows, and Internet integration into business marketing tactics.

2. Course Main Objective:

This course focuses on imparting the students' in-depth knowledge about the functioning of business-to-business operations. This includes both business services and industrial products, and their marketing strategies. Also included are the e-commerce aspects, strategic management, and overall business aspects of industrial firms. The student should be able to evaluate, plan, and integrate the various facets of industrial organization and the marketing of its products & services in the business world.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	Describe the Importance of Industrial Markets and industrial buying behavior	
1.2	Outline Industrial marketing strategy, strategic alliances, and networks	
1.3	Explain the new product development process for industrial goods	
1.4	Explicate the role of internet strategies in business markets, expound the pricing strategies applied in industrial goods	
1.5	Elucidate the planning content of industrial product promotion & strategies	
2	Skills :	
2.1	Explain the importance of Industrial Marketing and industrial buying behavior	
2.2	Analyze integrated promotion tactics of industrial marketing.	
2.3	Evaluate the importance of new product development and its sales management	
2.4	Identify the integration of IT and supply chain management	

CLOs		Aligned PLOs
2.5	Recognize the integration of promotional tools in business markets	
3	Values:	
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.	
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.	

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to business marketing and organizational buying behavior: A Business Marketing Perspective, The Business Market Perspectives on the organizational buyers, The Organizational Buying Process, and Customer Relationship Management strategies for business markets.	9
2	Business segmentation, demand analysis, and strategic marketing planning: Segmenting the business market, Organizational demand analysis, Business Marketing Planning, Business marketing strategies for global markets	8
3	Managing new products, services, and business marketing channels: Managing products for business markets, Managing Innovations and new	9

	industrial product development, Managing service for business markets, Managing business marketing channels	
4	E-Commerce strategies, supply chain management, and pricing strategies for business markets: E-commerce- strategies for business markets, Supply chain Management, Pricing strategies for business markets	9
5	Business marketing communications and controlling of business marketing strategy: Business market communications advertising and sales promotion, Business marketing communication and managing personal selling functions, Controlling Business marketing strategies	7
Total		42

D. Teaching and Assessment

1. Alignment, of Course, Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	Describe the Importance of Industrial Markets and industrial buying behavior	Lectures, Use of Slides, Providing Text-book or Journal material, and Use of Black-board technology by uploading content	Quiz, Mid-Terms, Final Exams, Individual or Group Presentations in Class, and Evaluation of Home Assignments
1.2	Outline Industrial marketing strategy, strategic alliances, and networks		
1.3	Explain the new product development process for industrial goods		
1.4	Explicate the role of internet strategies in business markets, expound the pricing strategies applied in industrial goods		
1.5	Elucidate the planning content of industrial product promotion & strategies		
2.0	Skills		
2.1	Explain the importance of Industrial Marketing and industrial buying behavior	Lecture-Demonstration through diagrams, figures & graphs, Open Text Book Study, Case Study, Library Research	Quiz, Mid-Terms, Final Exams, Individual or Group Presentations in Class, Field Trips, and Evaluation of Mini-
2.2	Analyze integrated promotion tactics of industrial marketing.		
2.3	Evaluate the importance of new product development and its sales management		
2.4	Identify the integration of IT and supply		

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
	chain management	and Mini-Project	Project & Home Assignments
2.5	Recognize the integration of promotional tools in business markets		
3.0	Values		
3.1	HONESTY: Imparting values among students so that they embody high ethical standards. Learn to add value to the organization they work for and the customers they serve in the future. Also, adhere to all applicable laws and regulations in promoting any product or service. Work to foster trust and faith in the marketing communication system with all stakeholders. They learn the importance of fair dealing in establishing an efficient exchange process.		
3.2	TRANSPARENCY: Learn to promote quality product and their benefits at fair prices. Disclose all the terms and conditions, safety measures, and warranties. Transparency should be maintained in the packaging and labeling of the products disclosing the price, ingredients, and environmental friendliness.	Role-playing, Brain Storming, Debate, Product Demonstration, and Student Panel Activities	Observations (Indirect) of Class Behavior, Participation & Discussion, and Constructing Exhibits & Charts
3.3	COMMITMENT: Students learn to stand behind delivering product services and benefits at all times. Inculcate values to recognize special commitment segments such as children and elderly customers. Handle customer grievances honestly and according to company norms. Reject manipulation that harms customer trust, avoid forceful selling, and attempt to develop mental and intellectual satisfaction of customers.		

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Quizzes (best of two)	3 rd , 6 th ,	10%
2	Mid Terms (two)	4 th , 8 th	30%
3	Class Participation (presentation & discussion of mini-projects, case study & assignments, etc.)	7 th , 9 th	10%
4	Final Examination	After completion of the 10 th Week	50%

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for the availability of faculty and teaching staff for individual student consultations and academic advice :

Office Hours: 6 hours per week

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Michael D. Hutt and Thomson W. Speh (2010) "Business Marketing Management: B2B" –Thomson South-Western
Essential References Materials	<ul style="list-style-type: none"> Fedrick and Webstar (1995), "Industrial Marketing Strategy", McGraw Hill, 3rd Edition. Robert and Edward, (2009) "Industrial Planning Analysis", McGraw Hill, 2nd Edition.
Electronic Materials	<ul style="list-style-type: none"> http://faculty.psau.edu.sa www.gigapedia.com www.Answers.com www.AtoZ.com www.Google.com/business to-business marketing
Other Learning Materials	Relevant videos cases and websites of service-oriented companies in KSA

2. Facilities Required

Item	Resources
<p>Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)</p>	Lecture room with a capacity of at least 30 seats/group and 4-groups required
<p>Technology Resources (AV, data show, Smart Board, software, etc.)</p>	Smart Board with Internet Facility as well as one PC for each student, depending on the class-size
<p>Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)</p>	N/A

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<p>Effectiveness of Teaching: At the end of each academic semester, students' feedback is taken. A survey form entitled, Course Evaluation Survey (CES) provided by NCAAA is administered by the Quality & Development Unit regularly using the Survey. The results are communicated to the faculty members.</p>	Students	Feedback through Survey
<p>Evaluation of Teaching by the Program/Department Instructor:</p> <p>A senior faculty from the college/department nominated by DC visits the class and observes at least 2-3 classes during the entire semester. Peer observer provides his feedback on a template provided by the Deanship of Development & Quality viz. class observation form for developing</p>	Program Instructor and Peers	Observation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
<p>the teaching-learning process.</p> <p>And</p> <p>At the end of each semester, the course instructor self-reflects on his experiences during the semester and prepares the course report, which is discussed at the DC/CC for further improvement.</p>	Self	Self-Reporting (to be discussed in DC)

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	