

**Marketing 4470: Business-to-Business Marketing**  
**Spring 2017**  
**Tuesday/Thursday 9:30 a.m. – 10:50 a.m., BLB 075**

Instructor:	Joy Houser
Office:	Business Leadership Building, Room 319F
Email:	<a href="mailto:Joy.Houser@unt.edu">Joy.Houser@unt.edu</a>
Telephone:	(940) 565-3075
Office Hours:	Tuesdays: 1:00 – 3:00 p.m. Thursdays: 1:00 – 3:00 p.m. <b>Or by appointment.</b>

### **Introduction**

This class, as part of the UNT B2B Professional Selling Program, offers you the student a unique set of opportunities. Each of you has made an academic/career decision to become part of the B2B Professional Selling Program at UNT – either as a major or minor area of study. Presumably, you have done this because you see yourself in a professional selling-related career after graduating with your bachelor's degree from UNT.

As you know, two of the goals of the B2B Professional Selling Program at UNT are (1) to secure an appropriate professional selling internship for each student in the Program and (2) to help ensure that each student in the Program receives one or more quality professional selling job offers prior to graduation.

What this means is that we, your Professional Selling Program faculty, must strongly endorse your candidacy for both internship and employment opportunities. **We can't do this alone.** It is up to each student to demonstrate the motivation, diligence, and learned skills throughout your time with us so that we can recommend you as a very high quality applicant to potential employer firms.

**How can you, the student, do this?** The same way you would do this in a professional employment situation.

1. You must arrive to each class meeting on time and prepared for that day's scheduled activities, just as you would in a career employment situation.
2. You must take an active, participatory role in class-related activities and discussions - demonstrating motivation and dedication to the Program.
3. You must conduct yourself in a professional manner and stay focused, without distraction, on the particular objectives and activities of the course during each class meeting and/or class related assignment.
4. You must allocate sufficient preparation time outside of class so as to perform at your best level on all exams, assignments, and activities. This doesn't mean you have to be a perfect student. It does mean, however, that we must believe you are trying your best to realize your full potential.

The above are among the same criteria that future employers will use to evaluate you for retention, compensation, and promotion considerations. **So think of your Professional Selling Faculty as your Sales Managers and impress us on a regular basis so that we can recommend you highly for that next promotion into a quality career position.**

### **Course Description**

Three (3) credit hours: The course focuses on developing the concepts, skills and strategies needed to successfully compete in business environments where organizations rather than individual consumers are the customers. Emphasis is placed on specialized knowledge and tools for developing marketing and sales strategies in business-to-business markets. Topics include organizational buyer behavior, team selling, relationship marketing, business market

segmentation and communication.

### **Course Objectives**

- Comprehend the important differences between marketing to businesses and organizations, as compared to marketing to consumers and households.
- Understand the organizational buying process and the forces impacting organizational buying behavior.
- Explore marketing strategies, business market segmentation, product development and marketing planning.
- Understand the value of customer relationship management and personal selling.
- Learn about channel marketing.
- Explore and evaluate pricing strategies.
- Understand methods for measuring performance.
- Gain practical experience by utilizing planning methods and techniques.

### **Textbook and Other Materials**

The required book for the course is:

*Business Marketing Management: B2B*

Michael D. Hutt and Thomas W. Speh – **Eleventh Edition**

South-Western, Cengage Learning – ISBN-13: 978-1-133-18956-5

Individual exploration is encouraged. Course slides, related articles etc. will be available on the Blackboard.

### **Blackboard**

The Blackboard Learning System is used to support the class administratively as well as deliver some course content. Some specific functions include:

- Syllabus
- Announcements and email
- Lecture slides
- Online quizzes and assessments
- Grade posting

### **Course Communications**

**You should check Blackboard on a daily basis.** This course makes frequent use of the Announcement tool in Blackboard to disseminate critical information to the class. In this way, you are cognizant of current information and assignments.

You may contact me at any time via email, but remember that **all email communications should be treated as professional correspondence.** Please note these guidelines:

- Include a subject line that clearly indicates the reason for your email.
- Use an appropriate salutation for the recipient, e.g. "Dear Professor Houser". All Teaching Assistants should be addressed as Mr. or Ms.
- Make the tone of your email professional. Ask yourself how you would interpret the tone and content of the email had you received it from someone else.
- Avoid slang and do not use email or text abbreviations. Remember that good grammar, spelling and punctuation can make the difference between comprehension and confusion. Carefully proof your email before hitting the 'send' button.

To speak with me directly, the best method is to visit me during my office hours posted above, or suggest an appointment time via email. Alternatively, please leave a voicemail on my office number or send an email giving me a telephone number and the times when I can reach you. My goal is to respond within one business day of your message.

## Course Format

The ordering of the topics and book chapters for the course is found on the final page of this syllabus. However, I want to remain flexible in responding to emerging circumstances throughout the semester. Therefore, **it is likely** that modifications may be made to this course outline and/or course format on an *as needed* basis. Any changes will be announced, in advance, in class, sent via broadcast email, or posted as a message on Blackboard. It is each student's responsibility to become aware of such modifications.

## COURSE COMPONENTS

There are several components described below that make up your total grade. There may be participation opportunities throughout the semester which will carry credit points toward each student's final semester grade.

### Resume Development

The Resume Development component requires you to refine and update your existing resume to tailor it for the B2B professional sales environment. Your resume needs to demonstrate how your academic and work experience will address the anticipated needs of prospective B2B selling employers. This exercise will help you present your current qualifications for potential internship positions offered by our industry partners.

### Interview Questions and Answers

To properly prepare for the upcoming internship interviews, you will compose concise but comprehensive answers to the five most important questions typically asked during a professional sales interview. Your answers need distinguish you from the other candidates in order to secure one of these highly-valued internships.

### Quizzes

There will be three (3) quizzes covering material from the textbook and other materials covered in class. The quiz questions are multiple-choice and true-false. There is only one opportunity to take each quiz. **Quizzes will not be rescheduled after the designated date**, so it is up to you to be available to take the quiz as scheduled.

### Planning Project

This project is designed to evaluate your understanding of overall marketing and planning strategies. More details on deadlines and deliverables will be provided during the course.

### Participation Opportunities/Mandatory Assignments

During the semester, there will be a series of participation opportunities and assignments used to provide additional learning and to evaluate your course comprehension. The timing of the participation opportunities is at the instructor's discretion with the details disclosed solely during the class time. Only those students in class at the time of the activity are eligible for participation grades.

All of these activities reward behavior that is consistent with the professional business environment where career advancement is impacted by employee discipline, dependability, and an eagerness to learn.

In addition to regular class attendance, we also want to encourage on-time arrival to each class meeting – consistent with career expectations. **Therefore, students who arrive late to class (5 minutes or more) will receive a penalty reduction of 5 points, for each late arrival, from their accumulated participation points.**

### Grading

This class carries a total potential of 1,000 points. Your semester GPA will be based upon the total points earned.

Resume Development		35 points
Interview Questions & Answers		65 points
Quizzes		500 points
Planning Project		300 points
Participation/Mandatory Assignments		100 points
<b>TOTAL POINTS</b>		<b>1,000 points</b>

**Grading Scale**

900 – 1,000 points	<b>A</b>
800 – 899 points	<b>B</b>
700 – 799 points	<b>C</b>
600 – 699 points	<b>D</b>
less than 600 points	<b>F</b>

**Requests for any type of special consideration**

When any student requests special consideration for missing an exam, missing an assignment due date, or any other reason, written documentation, fully acceptable to the Professor, must be provided in support of such a special request. This will be required of all students. Without such documentation the request will be denied. Providing special consideration to a student without such documentation discriminates to the favor of the requesting student and to the detriment of all other students who, for example, took the exam at the scheduled time or turned in the assignment on the due date/time.

**Electronic Devices**

In the great majority of group business environments the use of electronic devices is not considered acceptable behavior. This is especially true when you are participating in an important meeting or in front of an important customer. The only exception is if you are using an electronic device as an aid in demonstrating a product or service you are promoting. In all other cases, the use of paper and pen is the most acceptable method of taking notes on the topics being discussed.

**Therefore, in this class the use of all forms of electronic devices is prohibited. Further, these devices should not be easily visible or accessible.** This includes laptops, notepads, cell phones, MP3 players, earphones, cameras, etc. Any student observed using an electronic device for any reason whatsoever in this class will receive a penalty of 50 points subtracted from that student's total point accumulation for the semester. The reduction of 50 points will apply to each observed occurrence and will be cumulative.

If you receive an emergency message that you must respond to, then please get up and leave the classroom before using your cell phone or other electronic device. Also, it is expected that these departures will be short in duration (5 minutes or less) and occur a minimal number of times during the semester.

**Final Grade Appeals, Changes, and the Awarding and Removal of an 'Incomplete'**

This Instructor strictly follows the guidelines set forth in the current Undergraduate Catalog for grade appeals, changes, and the awarding and removal of an 'Incomplete'.

**Academic Integrity Notice**

Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. As a student-focused public research university, the University of North Texas promotes the integrity of the learning process by establishing and enforcing academic standards. Academic dishonesty breaches the mutual trust necessary in an academic environment and undermines all scholarship. Academic dishonesty includes cheating and plagiarism. For more information on academic dishonesty and academic integrity please see the following link: <http://vpaa.unt.edu/academic-integrity.htm>.

**Acceptable Student Behavior**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, etc. The Code of Student Conduct can be found at [www.unt.edu/csr](http://www.unt.edu/csr)

### **Americans with Disabilities Act**

The College of Business Administration complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with a disability. If you have an established disability as defined in the Act and would like to request an accommodation, please see me as soon as possible. University policy requests that students notify their instructor **within the first week** of class that an accommodation will be needed. Please do not hesitate to contact me now or in the future if you have any questions or if I can be of assistance.

### **Student Perceptions of Teaching**

Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. Feedback from students helps me to continually improve my teaching. I consider the SPOT to be an important part of your participation in this class.

## **ORDERING OF TOPICS, EXAMS, AND PROJECTS FOR THE SEMESTER**

### **SUBJECT TO REVISION**

<b>CHAPTER</b>	<b>BUSINESS MARKETING MANAGEMENT (B2B)</b>	<b>PAGES</b>
	Resume Development and Interviewing Skills	
1	Business Marketing Perspective	3-32
2	Organizational Buying Behavior	35-63
14	B2B Communications: Personal Selling	349-373
3	Customer Relationship Management	64-91
	<b>Project Presentation #1</b>	
4	Business Market Segmentation	95-119
5	Business Marketing Planning	123-147
7	Managing Products for Business Markets	173-198
9	Managing Services for Business Markets	224-251
10	B2B Marketing Channels	252-272
12	Pricing Strategies	299-322
	<b>Project Presentation #2</b>	
13	<i>B2B Communications: Advertising and Sales Promotions</i>	323-347
15	<i>Measuring Performance</i>	377-401
8	<i>Managing Innovation and Product Development</i>	199-222
11	<i>Supply Chain Management</i>	273-298
6	<i>Business Marketing Strategies for Global Markets</i>	148-172

*Presentation of highlighted chapters is dependent on the length of in-class discussions and the ability to adequately cover the selected topics in each class period.*