

MKTG 4470.001

Business to Business (B2B) Marketing Management
Dr. Majed Yaghi
Clinical Associate Professor

Fall 2024

Tu/Th: 12:30 AM – 1:50 PM BLB 060

Instructor: Dr. Majed Yaghi (He/Him)

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Office: BLB 399B

Office/Students' Hours:

T/TH: 10:00am - 12:00pm

Course Introduction

This class is a vital part of your learning and growth journey, especially as your PSP journey takes slight. It's an introduction to the world of Business to Business (B2B), a \$23 billion industry. The main objectives of the course are to introduce the fundamentals of B2B, teach you the principals of organizational buying behavior, learn how to do market segmentation, and finally develop a competitive value proposition.

Learning Outcomes

After completing this course, you should be able to:

1. **Apply** the principals of market segmentation to real business situations.
2. **Explain** the various organizational buying processes and how they could be impacted.
3. **Develop** a value proposition and winning sale strategy for or a B2B brand.
4. **Engage** effectively with B2B industry experts to make strong connections.

All the work you will do in this course should align with one of those four learning outcomes. From the lectures, to the in-class group activity, to the industry partners' engagement, it is all aligned with those learning outcomes.

How to Succeed in this Course

Ensuring your success in this course is my priority, but truth be told and based on previous cohorts, here are four things you could do to ensure you achieve the best results:

1. **Get to know your cohort.** You will be together often and there's so much knowledge among you.
2. **Show desire to grow.** Challenge yourself to do better every class and when struggling, come talk to me.
3. **Take an active role.** In class-related activities and discussions will be periodical. They are a great learning tool.
4. **Plan ahead.** Don't wait until the week before presentation day to work on your paper.

I do my best to be available regularly and you may email me at Majed.Yaghi@unt.edu. I will also check Canvas diligently.

Learning from Past Cohorts

Here are some verbatims from other students (PSPers) who sat in your seats:

- *This class has been one of the most educational classes and really pushed my skills and taught me many new ones along the way.*
- *I learnt new things I never knew before and developed skills I never thought I would even attempt to try.*
- *Every concept in this class genuinely contributed to expanding my knowledge. I had to think about every topic presented uniquely and really tried to apply every new concept to an aspect of my life, or critically think about how it would be beneficial in the future.*
- *I thought each presentation stimulated my learning with the research. The paper was definitely intellectually stimulating. There was a lot of research and great facts that I learned while writing, but also gave me great insight on how the B2B world really functions.*

Teaching Philosophy

I have taught this UNT course for three years now and bring a deep understanding of industry expectations. I prepare my students by empowering them to learn through hands on collaboration. It starts on day one and is manifested throughout the semester which leads to building positive habits and fulfills our natural curiosity to learn. Broadly speaking, to build and retain knowledge, you need opportunities to discover for yourselves and apply skills in realistic situations. To that point, building and harnessing an inclusive learning environment is very important to me and I value the many perspectives students bring to our campus. Please work with me to create a classroom culture of open communication, mutual respect, and inclusion. That means class discussions should be respectful. Although disagreements and debates are encouraged, let's keep it professional. Together, we can ensure a safe and welcoming classroom for all. If you ever feel like that's not the case, please let me know. We are all on a learning journey and I will improve.

Textbook (Not Required)

Business Marketing Management: B2B Michael D. Hutt and Thomas W. Speh – Twelfth Edition
Cengage Learning ISBN: 978-1-337-29654-0

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Technology Requirements:

To maximize the value and learning of this class, students will need a computer with a reliable internet connection, Canvas Learning Management System, UNT Email, Microsoft Office 365: <https://outlook.office.com/>, Google Docs: <https://docs.google.com/>, Adobe Reader: <https://get.adobe.com/reader/>

Technical Assistance

Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other tech issues.

UIT Help Desk: [UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu **Phone:** 940-565-2324 **In Person:** Sage Hall, Room 130 For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Course Policies

Academic Integrity Policy

The G. Brint Ryan College of Business takes academic honesty seriously. Ethics and integrity are important business values, essential to building trust and adhering to both professional and legal standards. Academic dishonesty destroys trust, damages the reputation and the value of the degree and is unacceptable. According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Some specific examples of academic integrity violations include cheating, plagiarism, or inappropriate assistance on examinations, homework, and research papers and case analyses. Your work must be entirely your own. When working on assignments, you should not discuss your work with others unless approved by the course professor. Group assignments should only be discussed with members assigned to your group, and all group members may be held accountable for known academic integrity violations in group assignment. Another example of academic dishonesty is improper attribution. You must quote or footnote all outside sources used when preparing your assignments. Copying or using material from any source prepared by or previously submitted by others, at UNT or other institutions, or downloaded from the Internet, is plagiarism. Unless directed otherwise in an assignment, large scale "cutting and pasting" from other sources, even if properly footnoted, is also considered as plagiarism. You should synthesize this material in your own words and provide a footnote. The professor will specify what material, if any, may be used on tests and exams.

Using materials other than those permitted, talking with other individuals during the exam, individuals exchanging information about an exam when one has taken the exam and the other has not, or copying or using material from another individual's exam is academic dishonesty and will result in an academic referral or penalty. The use of online assistance, group chat, cell phones, smart watches, and similar tools during exams is not allowed for any reason unless specifically permitted. No portion of an exam may be copied or photographed without permission. Students are expected to conduct themselves in a manner consistent with the University's status as an institution of higher education. A student is responsible for responding to an academic dishonesty report issued by an instructor or other University official. If a student fails to respond after a proper attempt at notification has been made, the University may take appropriate academic actions in the absence of the student.

Attendance & Participation

Regular class attendance is a requirement of this course. This is consistent with industry expectations. It is important that you communicate with me prior to being absent as you would in a professional business career.

Requests for Special Consideration

When any student requests special consideration for missing a quiz, missing an assignment due date, or any other reason, written documentation to the Professor, must be provided in support of the request. Providing special consideration to a student without documentation discriminates to the favor of the requesting student and to the detriment of all other students.

Grading Challenge Policy

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'. Should you believe there is a grading error for a particular activity, you may make a grade "challenge". This grade "challenge" must be made in writing to your instructor no more than 48 hours (two days) after the grade is posted and should specify why you believe the grade is incorrect. Challenges made after this time will not be accepted and your grade will stand as recorded.

Late Submissions

You are expected to turn in course work on time, so please pay close attention to the given deadlines. Late submissions will be allowed but only for partial credit (75% of grade) and if submitted within 5 days on the original deadline.

Americans with Disabilities Act

UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one's specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at disability.unt.edu.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Student Perception of Teaching

Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey is 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 to improve this course. I consider SPOT to be an important part of your participation in this class. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" (no-reply@iasystem.org) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey, they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website (<http://spot.unt.edu/>) or email spot@unt.edu.

Emergency Notification and Procedures

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

Course Main Components & Grading

1. Planning Project (500 points)

This individual project is the biggest undertaking of the class and evaluates your understanding of overall B2B marketing, planning and prospecting strategies. This project will help develop both your public speaking, as well as selling skills. Class attendance is mandatory during presentations. Details will be shared in class.

2. Research Assignment (50 points)

Our RCOB librarian will visit class to walk you through the business and industry research process.

3. LinkedIn (50 points)

Your LinkedIn profile requires ongoing maintenance to remain highly visible and an expert will help you get there.

4. Quizzes & Final Kahoot (170 points)

There may be one or multiple quizzes covering material from the textbook and other materials covered in class. The quiz questions are multiple-choice and true-false. For the final, it will be in the form of an interactive Kahoot.

5. Participation/Mandatory Assignments (200 points)

There will be in-class participation used to provide additional learning. The timing of those will be at the instructor's discretion.

6. Discussion Board Assignment (30 points)

Topics of discussion varies but primarily will relate to a hot topic with the goal of developing your B2B sales industry acumen.

Note: Only those students in class at the time of the activity are eligible for the participation grade.

Grading Scale

A	B	C	D	F
>899 pts.	800-899 pts.	700-799 pts.	600-699 pts.	<600 pts.


Ordering of Topics, Exams, and Projects for Fall 2024 (Subject to Revision)

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WEEK	DATE	LEARNING MATERIAL	LEARNING OBJECTIVE
1	Tue. Aug. 20	Joint Teaching with the entire PSP Faculty- Starts @ 09:30 am in BLB 040 Welcome Cohort 22, Introductions, Personal Journeys, Joint Teaching with the entire PSP Faculty & Cohort 21 Starts @ 12:30 pm in BLB 060 Welcome Cohort 21, Introductions, Personal Journeys, Internship Learnings, Mix and Mingle	
	Thu. Aug. 22	Joint Teaching with the entire PSP Faculty & Cohort 21- Starts @ 12:30 pm in BLB 060 Team BING, Mentoring Draft & Who Wants Who, Coaching Assignments	
2	Tue. Aug. 27	PSP Career Roundtable (Ashley Reinert PSP1, Alissa Glover PSP2, Emily Boren PSP10, John Lauinger PSP15)	Engagement
	Thu. Aug. 29	Syllabus Review, Course Expectations, Planning Project Overview, Company Introductions & Selection Class Participation: Introductions BINGO (10 pts.)	Engagement
3	Tue. Sept. 3	Industry Research Workshop- Willis Library (Class meets at the library, Learning Center, Room 130)	Explanation
	Thu. Sept. 5	Guest Speaker- B2B Technology Tools	Explanation
	Sun. Sept. 8	Due: Researching Industries Due: Researching Businesses Grade Value: 25 points Grade Value: 25 points	Application
4	Tue. Sept. 10	LinkedIn Workshop- Guest Speaker Due: Linked In profile Update Grade Value: 50 points	Engagement
	Thu. Sept. 12	Chapter 1 & 2 The Environment of Business Marketing Class Participation: B2B vs. B2C, Organizational	Explanation
5	Tue. Sept. 17	Planning Project Checkpoint # 1 (Company Business Profile)	Application
	Thu. Sept. 19	THE GARY WALSTON PSP CAREER FAIR (8:00 am – 1:00 pm)- Union Emerald Room	Engagement
6	Tue. Sept. 24	Chapters 7 & 9 - Managing Products & Services, Class Participation	Explanation
	Thu. Sept. 26	Planning Project Checkpoint # 2 (Industry Overview)	Application
7	Tue. Oct. 1	Planning Project Checkpoint # 3 (Competitive Overview) Due: Quiz – Chapters 1, 2, 7, 9 Grade Value: 35 points	Application
	Thu. Oct. 3	Planning Project Checkpoint # 4 (Putting it all together)	Application
8	Mon. Oct. 7	Due: B2B Company Background Paper - .docx Upload. Due: 1 st Presentation - .pptx Upload Grade Value: 50 points Grade Value: 100 points	Application
	Tue. Oct. 8	Planning Project Presentation- Round One (No late Arrivals / Mandatory Attendance)	Application
	Thu. Oct. 10	Planning Project Presentation- Round One (No late Arrivals / Mandatory Attendance)	Application
	Fri. Oct. 11	Due: 1 st . Presentation Self Evaluation Grade Value: 25 points	Explanation
9	Tue. Oct. 15	Planning Project R1 Feedback and & Part 2- Introduction Chapter 4- Market Segmentation	Explanation
	Thu. Oct. 17	PSP Career Roundtable (Kaitlyn Poole PSP8, Bonnie Tinsely PSP4, Lauren Byard PSP 16, Jackson Clasen PSP17)	Engagement
10	Tue. Oct. 22	Group Exercise & Presentation: Segmentation	Development
	Thu. Oct. 24	Planning Project Checkpoint # 5 (Macro & Micro Segmentation)	Application
11	Tue. Oct. 29	Chapter 10- Managing Business Channels	Explanation
	Thu. Oct. 31	Planning Project Checkpoint # 6 (Key Players)	Application
12	Tue. Nov. 5	Chapter 12- Pricing Strategies for Business Markets	Explanation
	Thu. Nov. 7	Planning Project Checkpoint # 7 (Prospect Selection)	Application
13	Tue. Nov. 12	Planning Project Checkpoint # 8 (Value Proposition & Sales Strategy) Due: Quiz – Chapters 4, 10, 12 Grade Value: 35 points	Application
	Thu. Nov. 14	Planning Project Checkpoint # 9 (Putting it all together)	Application
14	Mon. Nov. 18	Due: B2B Company Background Paper - .docx Upload. Due: 1 st Presentation - .pptx Upload Grade Value: 100 points Grade Value: 200 points	Application
	Tue. Nov. 19	Planning Project Presentation- Round Two (No late Arrivals / Mandatory Attendance)	Application
	Thu. Nov. 21	Planning Project Presentation- Round Two (No late Arrivals / Mandatory Attendance)	Application
	Fri. Nov. 22	Due: 2 nd Presentation Self Evaluation Grade Value: 25 points	Explanation
15		THANKSGIVING	
16	Mon. Dec. 2	Due: Discussion Board Assignment. Grade Value: 30 points	Engagement
	Tue. Dec. 3	Planning Project Feedback and Reflections	Explanation
	Thu. Dec. 5	FINAL EXAM/KAHOOT Last Class Meeting Grade Value: 100 points	Explanation
17	Dec. 7-13	FINALS WEEK	

 Joint Session
  Career Session
  Planning Project Session
  Holiday (NO Class)