

MKTG 4470.001

B2B Marketing Management
(Spring, 2023)- Cohort 19
Dr. Majed Yaghi

Spring 2023

Tu/Th: 11:00 AM – 12:200 PM BLB 035
Instructor: Dr. Majed Yaghi (He/Him)
E-Mail: Majed.Yaghi@unt.edu
Phone: (940) 369-7423
Office: BLB 399B

Office/Students' Hours:

T/TH: 11:00am - 1:00pm

Course Introduction

This class is an important piece of your learning and growth journey, especially as the first course of the UNT professional selling cohort. My colleagues and I in the program will do our best to support you and provide as much guidance as needed. However, to accomplish both of those goals, you must be ready to learn and grow. You are expected to demonstrate the motivation, diligence, and learned skills throughout your time with this cohort, so that we can recommend you as a very high-quality applicant to potential employer

Course Objectives

After completing this course, you should be able:

1. Understand and apply the fundamentals of marketing to businesses and organizations.
2. Articulate the organizational buying processes and forces impacting organizational buying behavior.
3. Explore marketing strategies, market segmentation, and marketing planning.
4. Understand the value of customer relationship management and personal selling.

How to Succeed in this Course

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

1. **Get to know your cohort** as you will be together often and there's so much knowledge among you.
2. **Come to class wanting to learn and grow.** Be prepared for that day's scheduled activities, just as you would in a career employment situation.
3. **Challenge yourself to do better every class** and if you're struggling with any material, come talk to me. My office/students' hours are dedicated to you and your professional growth.
4. **Take an active, participatory role** in class-related activities and discussions - demonstrating motivation and dedication to the PSP. Class discussions and group activities are a great learning tool.

At the end of the semester, students often reflect on their learning from this class. Below is a sample of what some have shared:

- The class was very engaging and frequently asked for student inputs for better clarification and examples. This allowed us to bring our attention to other details that may not be as evident.
- I found that I was much more engaged during his class. Typically, a back of class student, I am not one to be as engaged in class discussions, however in this class I found myself consistently engaged in class discussions. This caused for me to stretch my thinking and how I viewed b2b marketing.
- This class really stretched my thinking and taught me a lot of valuable information I didn't know.

I will do my best to be available to all students. You may email me, just be sure to do it via the UNT email system to Majed.Yaghi@unt.edu. I will also check Canvas diligently and reply to all messages within 24 hours.

Teaching Philosophy

Before coming to UNT in 2021, I spent 32 years in corporate with leading global brands such as Coca-Cola, Kimberly-Clark, and Gillette. I have a deep understanding of industry expectations of new hires and preparing my students by empowering them to be a great version of themselves is a fundamental leadership behavior I

hold dearly. It starts from day one and is manifested throughout the semester via in-class activity and group discussions which leads to building positive habits and fulfills your natural curiosity and drive to learn.

Broadly speaking, for students to build and retain knowledge, they need the opportunity to discover for themselves and apply skills in realistic situations. To that point, building and harnessing an inclusive learning environment is very important to me, both as a UNT faculty members, as well as co-chair of the G. Brint Ryan College of Business DEI Council. 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 all class discussions should be respectful and civil. 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 this is not the case, please stop by my office and let me know. We are all on a learning journey and I will improve.

Textbook (Not Mandatory)

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

Technology Requirements:

This is an online course and is built on digital competence in order to complete the course work. Information on how to be successful in a digital learning environment can be found at (<https://online.unt.edu/learn>) and especially useful are these 8 Tips https://online.unt.edu/succeeding_in_your_online_classes

To maximize the value and learning of this class, students will need:

- 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. Each student will be permitted **two non-penalty absences**. Beginning with the third absence, a penalty reduction of 20 points will accrue for each subsequent absence. It is important that you communicate with me prior to being absent as you would in a professional business career. Please respect your fellow students and guest speakers by arriving on time and keeping noise and other distractions to a minimum.

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 assignments on time. Please pay attention to the deadlines given and submitting assignments late risks a lower grade.

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 represents half of your overall grade. The project evaluates your understanding of overall B2B marketing, planning and prospecting strategies. More details on deadlines and deliverables will be provided during the course. Class attendance is mandatory during presentations. Each absence results in a 20-point deduction from your grade. Once presentations are on, you will not be permitted to enter the room. Arriving late carries a 10-point penalty. If you are schedule to present that day, you will not be allowed to enter the classroom and you will need to reschedule your presentation and receive a 50-point deduction.

2. Resume Project (50 points)

Your resume must reflect your academic and work experience and how it is positioned for the B2B marketplace. This exercise will help you present your qualifications for potential internship positions from industry partners.

3. LinkedIn (50 points)

LinkedIn's importance continues to grow as a virtual professional network. Your profile requires ongoing maintenance in order to remain highly visible and at the top of a potential employer's consideration set.

4. Quizzes & Final Kahoot (200 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 an easy Kahoot activity.

5. Participation/Mandatory Assignments (200 points)

There will be in-class participation opportunities used to provide additional learning and to evaluate your course comprehension. The timing of those will be at the instructor's discretion and announcements of timing might only be made in-class, during lectures.

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.

NOTE: Tracking progress should be based on total number of points you have. DO NOT look at percentages.

Ordering of Topics, Exams, and Projects for Fall 2022 *(Subject to Revision)*

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.

WEEK	DATE	COURSE MATERIAL
1	Tue. Jan. 17	Joint Teaching with Prof. Houser & Prof. Suber ; Welcome Cohort 19, Introductions Class Participation: Introductions (10 pts.)
	Thu. Jan. 19	Personal Journeys, Course Expectations, Syllabus Review
2	Tue. Jan. 24	Planning Project: Overview & Company Introductions & Selection, Guest Speakers (Cohort 18 Rep) Class Participation: Interviewing Skills Due: Resume Update <u>Grade Value: 50 points</u>
	Thu. Jan. 26	Guest Speaker Yvonne Dooley – Industry Research
3	Tue. Jan. 31	Guest Speaker Yvonne Dooley – Company & Business Literature Research Due: Research Assignment <u>Grade Value: 50 points</u>
	Thu. Feb. 2	Industry Partners Networking Event
4	Tue. Feb. 7	Planning Project Checkpoint #1: Company Overview, Mission/Values, Industry Overview
	Thu. Feb. 9	Chapter 1- The Environment of Business Marketing Class Participation: B2B vs. B2C
5	Tue. Feb. 14	Chapter 2- Organizational Buying Behavior; Class Participation: Buying Behavior
	Thu. Feb. 16	Presentation Skills Overview/ Body Language; Class Participation: Kahoot Planning Project Checkpoint # 2: Company's Products & Services
6	Tue. Feb. 21	Chapters 7 & 9 - Managing Products & Services, Class Participation
	Thu. Feb. 24	Quiz – Chapters 1, 2, 7, 9 <u>Grade Value: 50 points</u>
7	Tue. Feb. 28	Planning Project Checkpoint #3: Value Proposition & Competitors
	Thu. Mar. 2	Industry Partners Networking Event
8	Tue. Mar. 7	Planning Project Presentation- Round One
		Project Presentations # 1-7 / <i>No late Arrivals / Mandatory Attendance</i>
		Due: B2B Company Background Paper - .docx Upload. <u>Grade Value: 50 points</u>
		Due: 1 st Presentation - .pptx Upload <u>Grade Value: 100 points</u>
	Thu. Mar. 9	Planning Project Presentation- Round One
		Project Presentations # 7-14 / <i>No late Arrivals / Mandatory Attendance</i>
	Fri. Mar. 10	Due: 1 st Presentation Self Evaluation <u>Grade Value: 25 points</u>

9	Mar. 14-16	SPRING BREAK (NO CLASS)
10	Tue. Mar. 21	Planning Project R1 Feedback and Discussion Planning Project Part 2- Introduction Planning Project Checkpoint #5: Company Overview and Overall 2 nd . Paper Structure
	Thu. Mar. 23	Chapter 4- Market Segmentation; Group Exercise : Segmentation
11	Tue. Mar. 28	Planning Project Checkpoint #6: Selected Products & Segmentation
	Thu. Mar. 30	Chapter 10- Managing Business Channels Chapter 12- Pricing Strategies for Business Markets
12	Tue. Apr. 4	Planning Project Checkpoint # 7: Expectation of Quality, Delivery, Support, and Pricing Strategy
	Thu. Apr. 6	Industry Partners Networking Event
13	Tue. Apr. 11	Quiz – Chapters 4, 10, 12 <u>Grade Value: 50 points</u>
	Thu. Apr. 13	Review Quiz Answers Planning Project Checkpoint # 8: Sales Strategy & Final Presentations Preparation
14	Tue. Apr. 18	Planning Project Presentation- Round Two
		Project Presentations Part 2, # 1-7 / <i>No late Arrivals / Mandatory Attendance</i> Due: B2B Sales Prospecting Strategy Paper - .docx Upload <u>Grade Value: 100 points</u> Due: 2 nd Presentation - .pptx Upload <u>Grade Value: 200 points</u>
	Thu. Apr. 20	Planning Project Presentation- Round Two
		Project Presentations # 7-14 / <i>No late Arrivals / Mandatory Attendance</i>
	Fri. Apr. 21	Due: 2 nd Presentation Self Evaluation <u>Grade Value: 25 points</u>
15	Tue. Apr. 25	LinkedIn Profile (Guest Lecture- Diana Gats)
	Thu. Apr. 27	Planning Project R2 Feedback and Discussion
	Fri. Apr. 28	Due: LinkedIn Project <u>Grade Value: 50 points</u>
16	Tue. May 2	Guest Speaker- TBD
	Thu. May 4	Reflections, Review Course Expectations
17	Tue. May 9	FINAL EXAM <u>Grade Value: 100 points</u>