

MKTG 4470.001

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

Spring 2026

T/TH 9:30 am -10:50 am (BLB 050)

Instructor: Dr. Majed Yaghi



Majed.Yaghi@unt.edu



(940) 369-7423

Office/Students' Hours- BLB 399 B

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

Course Introduction

This course focuses on developing the core concepts, skills, and strategies necessary to succeed in Business-to-Business (B2B) environments, where organizations, rather than individuals, are the primary customers. Emphasis is placed on specialized knowledge and tools for developing marketing and sales strategies in B2B markets. Topics covered in this course include buyer behavior, market segmentation, and pricing strategies.

Learning Outcomes

After completing this course, you should be able to:

1. **Apply** the principles of professional B2B selling to real business situations.
2. **Explain** the various organizational buying processes and how they could be impacted.
3. **Develop** a value proposition and a winning sales strategy for your assigned B2B company.
4. **Engage** effectively with B2B industry experts to make strong connections and position yourself for an internship.

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

What Other Students Have Said

"This was one of those classes I learned more than ever before, And in a short amount of time.

"Every day in this class, I expanded my understanding of B2B."

"It required us to think outside the box and push our skills. "

Teaching Philosophy

Preparing my students for the real business world is a core value and fundamental leadership behavior I hold dearly. It starts from day one and is manifested throughout the semester with everything we do in class. Building and harnessing an inclusive learning environment is important to me because each of us learns differently. I appreciate the diverse perspectives that students bring to the course. Please help me create a classroom culture of open communication, mutual respect, and inclusion. All discussions should be respectful, and while debates are encouraged, personal attacks are unacceptable. Together, we can ensure a welcoming classroom for all. If you ever feel this is not the case, please let me know. We are all learning together.

We are what we
repeatedly do.
Excellence, therefore, is
not an act but a habit.

Aristotle

Succeeding in this Course

Helping you succeed in this course and the entire PSP journey is my top priority. I will do my best to be present all the time I'm in class. Here are three things you could do to ensure you maximize your gain from this course:

Demonstrate a growth mindset

By approaching each lecture and engagement as a learning opportunity.

Challenge yourself

By learning something new every class.

Take an active role in class activity

It reflects motivation and commitment to excellence.

Business to Business (B2B) Marketing Management

Dr. Majed Yaghi

Clinical Associate Professor

Textbook (Not Required)

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

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, 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 a 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 plagiarism. You should synthesize this material in your own words and provide a footnote. Your professor will specify what materials, if any, may be used on the 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.

Artificial Intelligence Use

General Writing - In principle, you may submit material that contains AI-generated content or is based on or derived from it if this use is properly documented. This includes, for example, drafting an outline, preparing individual sections, combining elements, removing redundant parts, and compiling and annotating references.

Business to Business (B2B) Marketing Management

Dr. Majed Yaghi

Clinical Associate Professor

Your documentation must make the process transparent – the submission itself must meet our standards of attribution and validation.

Generative AI - Artificial Intelligence that can produce content is now widely available to produce text, images, and other media. We encourage the use of such AI resources to inform yourself about the field, to understand the contributions that AI can make, and to help your learning. However, keep the following three principles in mind: (1) An AI cannot pass this course; (2) AI contributions must be attributed and edited for accuracy; (3) The use of AI resources must be open and documented.

1. AI cannot pass this course: This is necessary to ensure you are competent to surpass generative AI in the future, whether in school or the workplace. If this cannot be achieved, if you are not able to maintain control of the rules, you are entering an unwinnable competition.
2. Attribution: You are taking full responsibility for AI-generated materials as if you had produced them yourself: ideas must be attributed, and facts must be true.
3. Documentation: By tracking your AI use and sharing your experiences, we all gain understanding, identify potential issues in this rapidly changing field, and discover better ways to use the resource.

Attendance & Participation

While attendance is not tracked or graded, your presence is expected. As a cohort-based class, all the in-class learning activity, periodical guest speakers, and industry-partner visits, all require your professional presence.

Requests for Special Consideration

When any student requests special consideration for missing a quiz or an assignment due date, written documentation must be provided in support of the request. Providing special consideration to a student without documentation discriminates in 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. Late work may be turned in for partial credit.

Americans with Disabilities Act

UNT makes reasonable academic accommodations 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

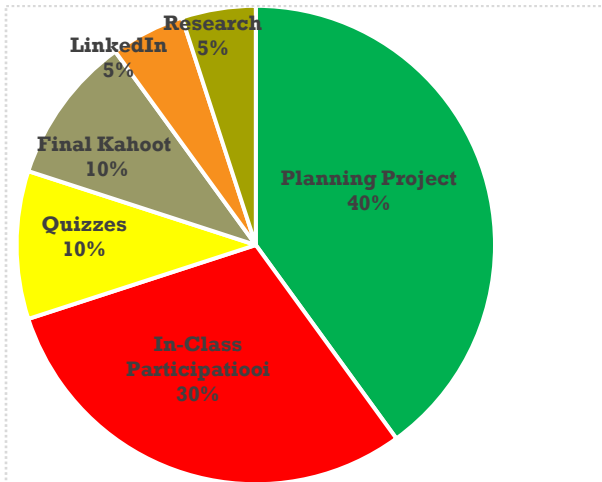
Student Perception of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey will be available to you at the end of the semester, providing an opportunity for you to comment on how this class is taught. Feedback from students helps me improve this course experience. Students 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 confirmation indicating that their submission has been received. 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

Below are the five (5) key components that make up your total grade of 1,000 points.



Final Kahoot
(100 pts.- 10% of total course grade)

The final Kahoot is a review of all the learning material covered during the course. It may be substituted with a team-based Jeopardy game. Students will decide.

Quizzes
(100 pts.- 10% of total course grade)

Two short-essay quizzes covering material from the classroom lectures and designed to test your comprehension level.

Research Assignment
(50 pts.- 5% of total course grade)

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

LinkedIn Profile Refresh
(50 pts.- 5% of total course grade)

Your LinkedIn profile requires regular updates in order to remain highly visible. An expert will guide you in updating your profile.

In-Class Participation
(300 pts.- 30% of total course grade)

There will be in-class activities throughout the course, on a weekly basis. The activity will have varying point values. The timing of the activities will be at the professor's discretion. Additionally, due to the participatory nature of the activities, students must be present at the time of the activity to earn the associated credit.

Planning Project
(400 pts.- 40% of total course grade)

This individual project is the biggest undertaking of the course and evaluates your understanding of overall B2B marketing, planning, and prospecting strategies. It will help you develop both B2B selling and public speaking skills. You will be assigned a B2B company and act as their de facto sales representative for the entire course, including delivering two major presentations/sales pitches. Complete details of the project and key dates will be shared in class.

Grading Scale

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

Ordering of Topics for Spring 2026 (Subject to Revision)

WK	DATE	LEARNING MATERIAL	LEARNING OBJECTIVE	
1	Tue. Jan. 13	Syllabus Review, Course Expectations, Introductions	Engagement	
	Thu. Jan. 15	Planning Project Overview & Company Selection, Team BINGO	Engagement	
2	Tue. Jan. 20	Industry & Business Research Workshop- Part 1	Engagement	
	Thu. Jan. 22	Industry & Business Research Workshop- Part 2	Engagement	
3	Tue. Jan. 27	PSP Career Roundtable	Engagement	
	Thu. Jan. 29	LinkedIn Profile Workshop	Explanation	
4	Tue. Feb. 3	Chapters 1 & 2 The Environment of Business Marketing: B2B vs. B2C, Buying Behavior	Explanation	
	Thu Feb. 5	Planning Project Checkpoint # 1 (Company Business Profile)	Application	
	Sun. Feb. 8	Due: Researching Industries & Businesses Due: LinkedIn profile Update	Grade Value: 50 points Grade Value: 50 points	Application
5	Tue. Feb. 10	Chapter 2 The Buying Behavior	Explanation	
	Thu. Feb. 12	Planning Project Checkpoint # 2 (Company Products & Services)	Application	
6	Tue. Feb. 17	Chapters 7 & 9 - Managing Products & Services, Class Participation	Explanation	
	Thu. Feb. 19	Planning Project Checkpoint # 3 (Industry Overview)	Application	
	Sun. Feb. 22	Due: Quiz (Chapters 1, 2, 7, 9)	Grade Value: 50 points	Application
7	Mon. Feb. 23	Due: 1 st . Presentation. pptx. Upload.	Grade Value: 150 points	Application
	Tue. Feb. 24	Planning Project Presentation – Round One		Application
	Thu. Feb. 26	Planning Project Presentation- Round One		Application
	Fri. Feb. 27	Due: 1 st . Presentation Self-Evaluation	Grade Value: 25 points	Explanation
8	Tue. Mar. 3	Planning Project R1 Feedback & Part 2 Introduction, Chapter 4- Market Segmentation	Explanation	
	Thu. Mar. 5	Planning Project Checkpoint # 6 (Macro Segmentation)	Application	
9	Mar. 9 - 13	SPRING BREAK (Enjoy)		
10	Tue. Mar. 17	Chapter 10- Managing Business Channels	Explanation	
	Thu. Mar. 19	Planning Project Checkpoint # 7 (Micro Segmentation)	Application	
11	Tue. Mar. 24	Preparing for PSP Day and Maximizing Its Value	Explanation	
	Wed. Mar. 25	4th. GARY WALSTON PSP Day (9:00 am – 6:00 pm)- Union Emerald Room GW Academic Excellence Award Winner	Engagement	
	Thu. Mar. 26	Reflections, Key Takeaways from PSP Day	Engagement	
12	Tue. Mar. 31	Chapter 12- Pricing Strategies for Business Markets	Explanation	
	Thu. April 2	Planning Project Checkpoint # 8 (Key Players)	Application	
13	Tue. April 7	Planning Project Checkpoint # 9 (Pricing Strategy)	Application	
	Thu. April 9	Planning Project Checkpoint # 10 (Value Proposition)	Application	
	Sun. April 12	Due: Quiz (Chapters 4, 10, 12)	Grade Value: 50 points	Application
14	Tue. April 14	Planning Project Checkpoint # 9 (Putting it All Together)	Application	
	Thu. April 16	Planning Project Checkpoint # 10 (Putting it All Together)	Application	
15	Mon. April 20	Due: 2 nd . Presentation - .pptx Upload	Grade Value: 200 points	Planning
	Tue. April 21	Planning Project Presentation- Round Two		Application
	Thu. April 23	Planning Project Presentation- Round Two		Application
	Fri. April 24	Due: 2 nd Presentation Self-Evaluation	Grade Value: 25 points	Explanation
16	Tues. April 28	PSP Career Panel	Application	
	Thu. April 30	Planning Project Feedback and Reflections, LAST CLASS MEETING FINAL EXAM/KAHOOT	Grade Value: 100 points	Explanation
17	May 4 - 8	FINALS WEEK		