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# MKTG 4470.001

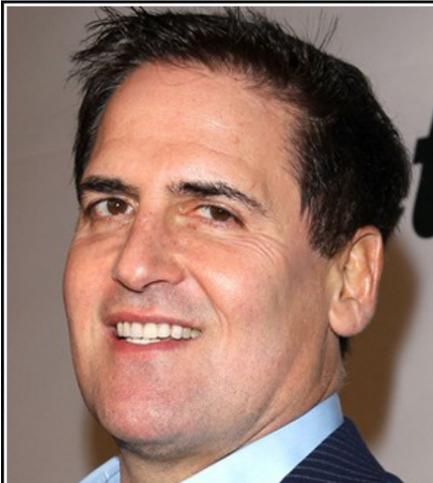
## B2B Marketing Management

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Fall 2018  
Tu/Th 9:30 a.m. – 10:50 a.m.  
BLB 050

Instructor: Tim Smith  
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Office Hours: Tu/Th 2-4PM  
(or by appointment)

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Learn to sell. In business you're always selling: to your prospects, investors and employees. To be the best salesperson put yourself in the shoes of the person to whom you're selling. Don't sell your product. Solve their problems.

— *Mark Cuban* —

### 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 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 in a professional employment situation.

1. 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. Take an active, participatory role in class-related activities and discussions - demonstrating motivation and dedication to the Program.
3. 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. Allocate sufficient preparation time outside of class in order to perform at your best level on all exams, assignments, and activities. This does not 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.

These actions are 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.**

## Textbook

### ***Business Marketing Management: B2B***

Michael D. Hutt and Thomas W. Speh – Twelfth Edition

Cengage Learning ISBN: 978-1-337-29654-0

## 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 organizational buying processes and forces impacting organizational buying behavior
- Explore marketing strategies, B2B market segmentation, and marketing planning
- Understand the value of customer relationship management and personal selling.
- Learn about channel marketing and the value of inter-firm relationships
- Explore and evaluate pricing strategies
- Understand methods for measuring performance
- Gain practical experience by utilizing planning methods and techniques

## Class Communications

Canvas supports the class administratively as well as delivers some course content including:

- Syllabus
- Announcements and email
- Lecture slides
- Grade posting

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

## Email Communication

You may contact me at any time via email, but remember to treat all email communications 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 Smith or Mr. Smith".
- 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.

Please send all correspondence via the UNT email system to [timothy.smith@unt.edu](mailto:timothy.smith@unt.edu) . My personal goal is to respond to correspondence within 8-12 business hours (M-F).

**Note: *Canvas does not currently alert professors when there is new correspondence and I cannot guarantee a response in a timely manner.***

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.

## 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. **It is likely** that modifications may be made to this course on an *as needed* basis. Changes will be announced in advance, in class, sent via broadcast email, **or** posted as a message on Canvas. 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 that will carry credit points toward each student's final semester grade.

## ***Resume Project***

The Resume Development component requires you to refine and update your existing resume to tailor it for the business-to-business 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 to distinguish you from the other program candidates in order to secure one of these high-value internships.

## ***LinkedIn***

LinkedIn's importance continues to grow as a virtual professional network. It is an essential branding tool for both you and the Professional Selling program. Your profile requires ongoing maintenance in order to remain highly visible and at the top of a potential employer's consideration set. This assignment requires you to take the time to refine your profile based upon the LinkedIn report card presented in MKTG 3010 in order to grow your network and build professional relationships.

## ***Quizzes***

There will be two (2) 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 evaluates your understanding of overall marketing and planning strategies. More details on deadlines and deliverables will be provided during the course.

## ***Participation/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

### Points per Course Component

Resume Development	35 points
Interview Questions & Answers	65 points
LinkedIn Assignment	50 points
Quizzes	300 points
Planning Project	400 points
Participation/Mandatory Assignments	150 points
<b>Total</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>

### Requests for 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.

## Policies

### Electronic Devices Policy

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. In addition, 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 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 should 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>.

### **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 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.

### **SEPTEMBER 25th Class:**

Please report to Willis Library, Room 136 from 9:30-10:30 am. A presentation over alternative database research tools will be presented by Yvonne Dooley.

Please make sure you are on time at 11am for the continuation of class with Professor Houser.

## Ordering of Topics, Exams, and Projects for the Semester *(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.*

CHAPTER	PAGES	COURSE MATERIAL
		Resume Development and Interviewing Skills
1	1-23	Business Marketing Perspective
2	26-46	Organizational Buying Behavior
4	74-91	Business Market Segmentation
5	95-115	Business Marketing Planning
3	50-70	Customer Relationship Management
		<b>PROJECT PRESENTATION #1</b>
7	137-155	Managing Products for Business Markets
9	180-200	Managing Services for Business Markets
12	241-256	Pricing Strategies
14	282-301	Managing the Personal Selling Function
10	203-219	Managing Business Marketing Channels
		<b>PROJECT PRESENTATION #2</b>
13	323-347	<i>B2B Communications: Advertising and Sales Promotions</i>
15	377-401	<i>Measuring Performance</i>
8	199-222	<i>Managing Innovation and Product Development</i>
11	273-298	<i>Supply Chain Management</i>
6	148-172	<i>Business Marketing Strategies for Global Markets</i>