

University of Wisconsin-Milwaukee
Business to Business Sales & Marketing BUS 466
Spring 2011
Thursdays 5:30 – 8:10 p.m.
Course Overview

Instructor: Doak Geiger

Office: SBA N386

Office Hours: Tuesdays/Thursdays 4:30 – 5:20PM, & by appointment

Off site Phone: 262.369.7698

e-mail: geiger@uwm.edu

COURSE OBJECTIVES

To develop an understanding of marketing that addresses the needs of the organizational customer in industry, government, and institutions. The challenges of the B2B market that confront the marketing manager and sales personnel are discussed in the class. The purpose of this course is to introduce you to business-to-business marketing by identifying the distinctive characteristics of the business market, exploring the way that organizations make buying decisions, and isolating the requirements for marketing strategy success. To gain an understanding of how these marketing activities are best implemented, we will be focusing on practical application. At the completion of the course, students successfully completing the class will have developed a B2B marketing plan, understanding the strengths and limitations of each specific marketing tactic.

Prerequisites:

All students must have successfully completed Bus. Adm. 360 Principles of Marketing, prior to taking this course.

OFFICE HOURS AND CONFERENCES

I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course. Please let me know how I can help. My office is listed above. I will also be glad to talk with you before or after classes as our schedules permit. If you have a conflict during my scheduled office hours, I will also be pleased to make an appointment to see you at a time that is more convenient for you.

TEXTBOOK

The Fundamentals of Business-to-Business Sales and Marketing, by John M. Coe (published by McGraw Hill Irwin, New York, NY, 2004).

COURSE FORMAT

Your time during the course will be allocated among a set of interrelated activities:

- * independent reading and preparation for tests
- * lectures, class discussions, and guest speakers
- * independent preparation of assignments
- * class discussion of readings and assignments, including cases, and
- * independent and group work

Tentative assignments for each class session are in a course schedule at the end of the syllabus.

GRADING

Course grades will be based on a weighted composite of performance evaluations in several areas:

1.	1st test	15%
2.	2nd test	15%
3.	Assignments	15%
4.	3 rd test	15%
5.	Group Project	25%
6.	Class participation	15%

Because your grade will be based on a number of different elements, your success in the course does not hinge on any single outcome. However, your independent reading and study of your text assignments is a core element of the course and thus it will be a basic contributor to how well you do.

Tests

You should recognize from the very beginning that there is much more material in your reading assignments, guest speakers' presentations, cases, and related exercises than is possible to cover, repeat, and develop in detail in class and cover in the tests. Lectures will only touch on some of the most important issues. Thus, the focus of the tests is on the core material from the readings, lectures, and guest speakers. Class lectures and related assignments will be directly relevant to your understanding of the material and other aspects of your performance.

Please keep in mind that being prepared and present for the tests is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test will result in a zero for that test. If you need to miss a scheduled test, it is your responsibility to contact the instructor prior to the test date to make arrangements for rescheduling it.

Assignments (and Class Participation)

Most class sessions will follow a lecture/discussion format. Lectures will be related to the topics and any assigned readings--and devoted to presentation and discussion of concepts, frameworks, and techniques useful for assessing marketing opportunities and developing marketing programs. We will also have guest speakers that will address specific topics. I expect you to pay attention to the speakers and be ready to ask questions. Their material presented will be on the tests.

Business to Business Marketing Plan

The project consists of a paper and presentation. The assignment is to develop a B2B marketing plan for an existing company, using the principles of marketing discussed and studied in this course. These are real companies, and you will be presenting to key company executives at the end of the semester. In order to successfully complete this assignment, you must first become familiar with the concepts discussed in class and the book. Next, you must gain an understanding of the business you are analyzing. This requires research as well as conducting interviews with company representatives.

There are a number of components of this assignment. There should be a review of the following:

- Current environment
- Existing techniques/behavior/results
- Customer research
- Competitor research
- Analysis/Recommendations
- Application

This review should include the concepts discussed in the readings and the class discussions that will embellish your report. Included in the report should be a comprehensive recommendation plan on how the establishment should address its strengths and any developmental areas identified. I will provide you with a format that businesses use when they develop their marketing plans.

Information for this project will be presented as the course progresses. Groups will optimally have four members. You can select your own group or choose to be assigned a group. Some class time will be reserved for group discussion and problem solving.

However, plan on meeting outside of class to complete the bulk of the project.

Attendance is mandatory at all presentations.

The paper needs to be typewritten. This will be presented in marketing planning format, which will be discussed in class. It is expected to utilize business data, graphs, and bullet points to avoid unnecessary editorializing. I will also establish deadlines and updates to keep you on track.

I expect you to cite all sources of documentation. Failure to do this will result in a failing grade.

Group Peer Evaluation

It is recognized that each team member may vary in their contribution, in both quality and quantity, to the preparation of the marketing plan. Therefore, to insure an equitable grade for each team member, peer evaluations will be distributed to each group member and handed in directly to the instructor. This information will be held by the instructor and not distributed to any class member. It is important that honest evaluations be filled out, based on observable behaviors and results. Your individual grade on this project will be affected by peer group evaluations.

Attendance

Class attendance is important and strongly encouraged. Class lecture and discussions will supplement the readings and will be included as an aspect of the tests. Further, you are responsible for everything that is discussed in class, taken up in class, or handed out in class.

The class provides an opportunity for you to develop abilities in communicating with others about your ideas and approaches for dealing with marketing management problems. This is important. After graduation you will spend much of your professional career doing just that--regardless of the specific career area you pursue. The potential of this opportunity is only fully realized if you make meaningful contributions to the course in class discussions.

In general, prepared and constructive participation in class is expected. Effective contributions to class tend to help grades, not hurt them. I recognize that some students simply do not like to speak out in class. Students who show a pattern of not being prepared will be graded appropriately on class participation.

Class participation is based on the direct substantive contribution of the participation, and on the indirect indicators of quality participation.

Here are some criteria in grading class participation:

- Are the points made--or questions raised--relevant to the discussion?
- Are points linked to the comments of others, but not just a restatement of a point that has already been made?
- Do comments show evidence of thorough analysis of the assignment?
- Do comments contribute to our understanding of the situation?
- Is there a willingness to participate?
- Is there a willingness to test new ideas or are all comments "safe" (e.g. repetition of assignment facts without analysis and conclusions)?
- Do comments show an understanding of theories, concepts, and analytical devices presented in class lectures or assigned reading materials?

- Do comments and questions reflect a critical but open-minded weighing of alternative and sometimes conflicting points of view, or are they limited to advocacy of previously held beliefs?

My lecture outlines will be available online. However, we will discuss other issues and articles in class as well as have guest speakers. Therefore, your reliance online will not provide you with the full scope of the class.

SOME GENERAL GUIDELINES

- No electronic devices are to be used during lectures/guest speakers
- Please participate. What you put into the class will determine what you get out of it--and what others get out of it.
- Please come on time.
- **Turn off your cell phones. If you are seen texting, you will be asked to leave.**
- Develop confidence in participating. Some people have good ideas or questions but are hesitant to speak up. Good ideas are lost if they are not shared. And if you have a question it is likely that others will as well. If you are not confident about participating, seize this opportunity to develop in that area. And please talk with me about it if you are having some problem participating.

Please keep up with the assignments. It will make the class more interesting and more valuable to you in the time ahead. There is quite a lot of work--but it is a reasonable amount and manageable if you do it along the way.

Business to Business Sales & Marketing 466

Thursday 5:30-8:10 PM
Doak Geiger ☎262.369.7698

Spring 2011

Tentative Schedule (subject to change)

DATE	SUBJECT	READ	ASSIGNMENT
1/27	Introduction Marketing Overview The Business Marketing Environment	Article #1	Student input
2/3	Organizational Buying Process B2B Marketing Planning Process B2B Product Management	Article #2	Bio/Resume due
2/10	B2B Product Management Ethical Considerations in B2B	Ch. 1-2	
2/17	Target Marketing Segmentation	Ch 3-4	Case #2
2/24	TEST 1		
3/3	Marketing Services Positioning Demand Projection	Article #3	
3/10	Sales Issues Price Planning & Strategy	Ch 5 Article #4	Case # 3 due
3/17	Lead qualification	Ch 6	Marketing Plan Situation Analysis
3/24	Spring Recess		Key Issues Due
3/31	Campaign Planning and execution	Ch 9	Objectives Due
4/7	TEST 2		
4/14	Promotional Strategy <ul style="list-style-type: none"> • Trade Shows/Seminars • Advertising • Direct marketing • Public relations 	Ch 10 Article #5	
4/21	Internal Marketing Digital Media	Ch 7-8 Article #6	Case #4 Due
4/28	Evaluating Business Strategies	Ch 11	
5/5	TEST 3		
5/12	Presentations		Submit Marketing Plan
5/19	Presentations (cont.) Final Activities		