BRENDA A. SIRAGUSA

MBAM 643.12

BUSINESS-TO-BUSINESS MARKETING

FALL 2003: SESSION B

TUESDAY

6:00 P.M. – 10:00 P.M.

MALIBU CAMPUS

SYLLABUS
BUSINESS-TO-BUSINESS MARKETING
MBAM 643.12
FALL 2003 - Session B

Tuesday / 6:00 p.m. – 10:00 p.m.
Malibu Campus

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Introduction
Traditionally, business-to-business (B-to-B) marketing has taken a back seat to the more glamorous, more popular, more culturally noteworthy efforts of business-to-consumer (B-to-C) marketers. The perception of B-to-B is that it’s unimaginative, sleepy, boring and so highly focused that the average consumer couldn’t care less about it. That perception might have been based on reality 10 years ago, but today it’s far from the truth. B-to-B is the driving force of the B-to-C world, and without it, B-to-C wouldn’t exist.

The Direct Marketing Association and the Business Marketing Association agree that it won’t be long before more money is spent on B-to-B marketing than on marketing to consumers. One of the main reasons for the large investment in B-to-B marketing is that the cost of a personal sales call is skyrocketing: as high as $500 per call, when you consider the salesperson’s time, travel expenses, etc. And since the average industrial sale requires 4-5 sales calls to complete, our opportunities in marketing are clear.

Course Description
An applied course with a complete immersion into the study and practice of business marketing within the context of the relationship marketing paradigm, where students develop and write a complete client business marketing strategy as part of a team, utilizing skills from previous marketing courses (such as statistics and marketing), as well as developing new ones related to sales channel opportunities and techniques. Topics covered include research and analysis of market situations and lead acquisition, competitive landscape; positioning strategies; budget planning; building a marcom strategy; and one to one relationship management.

Furthermore, because communications skills -- both oral and written -- are required of successful businesspeople, one of the purposes of the course is to sensitize you to
the importance of good communication skills. Your presentation skills are equally important as what you’re going to say and therefore have a significant impact on your presentation and ability to be successful.

**Course Objectives**
This course is designed to provide students with a working knowledge of industrial and high tech marketing. This course will:

2. Cover the application of key B2B marketing techniques including the value of relationship marketing.
3. Emphasize personal selling and market segmentation using NAICS & SIC Codes.
5. Explore One-to-One and “Learning Relationships” concept.
6. Examine the role of the Internet in making contact and transactions.
7. Understand the role of primary, secondary research and their resources
8. Introduce B2B resources and organizations
9. Exposure to industry professionals from both the agency and client side.

**Texts and Course Materials**

**Required:**

3. Articles: Topical articles will be posted in the E-Room.
5. Case Analysis Format. To be posted in the E-Room.

**Grading**

*Testing* – This is not a course on testing; this is a course to teach you to think. Do not assume it is an easier course because no formal exams are given. You will learn in life that everything is a test; therefore the expectation level of all assignments is higher. “I can test you on how to ride a bicycle, but that will not teach you to ride a bicycle any better than practicing it and observing others who know how to do it.”

<table>
<thead>
<tr>
<th>Class participation</th>
<th>28 (4 possible points each class)</th>
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<tbody>
<tr>
<td>Marketing Plan</td>
<td>50 (Team hand in)</td>
</tr>
<tr>
<td>Case Analysis</td>
<td>10</td>
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<tr>
<td>Case Presentation</td>
<td>12</td>
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<td>100</td>
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**Class participation grade. Some rules:**

1. If I don’t know who you are, I am unable give you proper credit. Please have your nameplate/card legible, and the print dark enough so that I may read it from in front of the room.

<table>
<thead>
<tr>
<th>Grade</th>
<th>Score</th>
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<tr>
<td>A</td>
<td>93-100</td>
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<tr>
<td>A-</td>
<td>90-92</td>
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<td>B+</td>
<td>87-89</td>
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<td>B</td>
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<td>C</td>
<td>73-76</td>
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<td>C-</td>
<td>70-72</td>
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Prof. Siragusa

MBAM 643.12 Syllabus
2. My hearing your voice does not imply ‘participation’. Here are some guidelines:
   b. Adding to the class  2 pts.
   c. Including reference to course readings  3 pts.
   d. Additional insight  4 pts.
      i. i.e. application of course info to a recent ad or campaign, bringing something new and interesting to the class, etc.
3. Lateness to class reduces your grade by –1 pt.

**General note on grading**
Doing what is assigned will put you in the C to B range
Doing what is assigned well, will put you in the B to low A range
Going beyond what is assigned, demonstrating a coherent understanding of the materials and actively applying them. Being creative and being a demonstrated proactive learner will introduce you to the A range.

**ASSIGNMENTS**

**Marketing Plan – Team Project**

Your team will choose an existing B2B company and prepare a segment analysis and marketing plan. The marketing plan project will consist of both a written research report and a final class presentation (time permitting). A ‘typical’ report would consist of approximately 10 pages of text covering methods and findings including relevant charts and graphs, and several appendixes of data, supporting information with listing of references and bibliography. Sources other than the course text should be listed.


**Article Review – Independent Paper**

Based upon your personal interests you are to find an article, story, white paper about a company using/needings B2B marketing. You are to evaluate the current situation and make recommendations for changes based on methods learned from Peppers & Rogers and citing Anderson and Narus. Key to this paper is projecting and quantifying the results of this new/revised marketing program. An outline for this project will be handed out in class.

**Case Analysis & Presentation – Team Project**

**ADMINISTRATIVE ITEMS**

**Office Hours**
Office Hours will be formally held from 5:00 p.m. – 6:00 p.m. on Tuesday.
I am always willing to see students and will go out of my way to schedule meetings. Please make sure that if you make an appointment, you keep it. Also, please do not call me at home later than 10 p.m.

Finally, as will quickly become apparent, email is by far the easiest and most reliable method to reach me. If you need immediacy, then please call, as I don’t check email everyday.

**Attendance Policy:**
Attendance is required. Your contribution is an important part of the learning experience gained by each of your peers. Absence means you are taking away from the class dynamic and evolving culture of the class. Tardiness is unacceptable. The class start time is not the class arrival time. Tardiness and absenteeism, regardless of the reason, will adversely affect your participation grade.

**Laptops and Recording Devices:**
Laptops may be brought to class however they should not be on and operational unless the class activity specifically requires the use of a computer or access to the Internet. Recording devices are not permitted to be used in this course unless cleared first with the instructor.

**Mobile Phones/Pagers:**
Phone and pagers are to be turned off during class period. If you have a need for your communication device to be active, please first clear it with the instructor.

**Guest Speakers:**
Where appropriate and when available we will do our best to incorporate industry professionals with primary expertise in our topics. Please note their availability may slightly alter the syllabus schedule for that class meeting. Students are still responsible for all work and assignments as listed in the syllabus unless the instructor has advised otherwise.

**Course Format:**
The learning method will involve a mix of interactive lectures, class discussions, and case presentations. The emphasis will be on developing an understanding of key concepts of B2B structure, challenges, methods and research strategies. Students are expected to come to class prepared and to make a contribution to the discussions that occur in the classroom. This includes, but is not limited to proactively bringing examples of industry-related articles to class – especially as they relate to material covered or material due that class period. These are the types of learning activities that start to qualify you for grades in the A-range.

Be present to the fact that this class is an organic learning environment. What does this mean? It means the structure and content is dynamic as it relates to iterative development of class conversation, the dynamic nature of the business environment, and any guest speaker who may change its course from the class schedule written herein. You may own these textbooks forever, but you only have access to the discussion of this dynamic group for four hours over seven weeks: exploit this resource.
Contributions include asking questions, answering questions, providing examples from your own life experiences and your other courses, expressing opinions, taking positions, disagreeing with points made by the instructor or your peers, and so forth. Be confident this will be facilitated in an open and safe environment where all students will be expected and encouraged to share their opinions and views.

**Breaks and Food:**
Approximately halfway through each class we will take a 15-minute break. You are welcomed to bring hot or cold beverages to class. Please ensure that they are in a container with a lid. If you must bring food, please be considerate of those around you. If this becomes a problem we will revisit this option.

GOOD LUCK!!

**Conduct**

“The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.
- Forgery, alteration, or misuse of University documents, records, or identification.
- Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.
- Interference with the academic or administrative process of the University or any of the approved activities.
- Otherwise unprotected behavior that disrupts the classroom environment.
- Theft or damage to property.
- Violation of civil or criminal codes of local, state, or federal governments.
- Unauthorized use of or entry into University facilities.
- Violation of any stated policies or regulations governing student relationships to the University.

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

- **Dismissal** – separation of the student from the University on a permanent basis.
- **Suspension** – separation of the student from the University for a specified length of time.
- **Probation** – status of the student indicating that the relationship with the University is tenuous and that the student’s records will be reviewed periodically to
determine suitability to remain enrolled. Specific limitations to and restrictions of
the student’s privileges may accompany probation.” GSBM Catalog, pgs. 221-222.

Policy on Disabilities

Assistance for Students with Disabilities

“Students with disabilities, whether mental or physical, are encouraged to
contact the Equal Opportunity Office before the academic year begins or soon after
classes are in session. This office will assist each student by providing general
information about campus facilities and available resources. The office will assist in
providing reasonable accommodation to students with disabilities pursuant to
applicable laws. Inquiries should be directed to equal opportunity officer, (310)
506-6500. (Students who wish to file a formal grievance should refer to the
“Nondiscrimination Policy,” which is listed in the “Legal Notices” section of this
catalog.)” GSBM Catalog, pg. 33.