

MKT



38403:

Business Marketing

Spring 2012

Tues. & Thurs. 1:00-2:15

Bob Evans Farms Hall 115

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Office Hours: Mon., Wed. & Fri. 11:30-12:30; Tues. & Thurs. 12:45-1:00 and 2:15-2:30; Tues. 3:45-4:45, and by appt. (I'm here every day)
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TEXTBOOK AND OTHER REQUIRED MATERIALS:

Hutt and Speh. Business Marketing Management. Southwestern: New York, 2006.

COURSE OBJECTIVES:

A study of the basic applications of marketing in the business-to-business environment. Logistics, supply chain management, and technological advancements in the field, including RFID and e-procurement, will all be discussed. The course will also explain the viability of promotional elements like trade journals, websites, and trade shows.

GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS

Grade calculation	% of Grade	Grading Scale
Participation	20%	A = 90 - 100%
Midterm Exam	20%	B = 80 - 89%
Cases	30%	C = 70 - 79
Final Exam	30%	D = 60 - 69%
		F = <60%

Participation:

Participation will be measured through both attendance, the quality of comments students make in the classroom, and completion of homework. Students are advised to read the assigned chapters before coming to class in order to be prepared for classroom discussion.

Cases

Over the course of the semester, two cases will be assigned. These cases will integrate information learned in the course with actual business examples. Students will complete cases in groups of 3-4 people and will be asked to submit no more than a 5 page (single-spaced) analysis on the assigned case. These case assignments will be announced in advance of the due dates, and a rubric will be provided.

Examinations

The midterm course examination is tentatively scheduled for March 1. The final exam will be announced later. All exams will be multiple-choice in structure and each will contain thirty-three questions.

The following is a tentative schedule for the course. Please note that these dates are subject to change, and that such changes will be announced in class.

DATE	CLASS	TOPIC	MATERIAL
Jan 10	#1	Course Overview	
Jan 12	#2	A Business Marketing Perspective	• Chapter 1
Jan 17	#3	A Business Marketing Perspective	• Chapter 1
Jan 19	#4	Perspectives of the Organizational Buyer	• Chapter 2
Jan 24	#5	Perspectives of the Organizational Buyer	• Chapter 2
Jan 26	#6	Organizational Buying & Buyer Behavior	• Chapter 3
Jan 31	#7	Organizational Buying & Buyer Behavior	• Chapter 3
Feb 2	#8	Customer Relationship Management	• Chapter 4
Feb 7	#9	Customer Relationship Management	• Chapter 4
Feb 9	#10	Segmenting the Business Market	• Chapter 5
Feb 14	#11	Segmenting the Business Market	• Chapter 5
Feb 16	#12	Organizational Demand Analysis	• Chapter 6
Feb 21	#13	Organizational Demand Analysis	• Chapter 6
Feb 23	#14	Segmenting, Targeting, and Positioning	• Chapter 7
Feb 28	#15	Midterm Review	
Mar 1	#16	Midterm Exam	
Mar 6	#17	International B2B Marketing	• Chapter 8
Mar 8	#18	International B2B Marketing	• Chapter 8
Mar 13	#19	No Class- Spring Break	
Mar 15	#20	No Class- Spring Break	
Mar 20	#21	Managing Innovation	• Chapter 10
Mar 22	#22	No Class- AMA New Orleans Trip	
Mar 27	#23	Managing Innovation	• Chapter 10