

Name of Faculty	Manish Gulyani		
Discipline	Department of Management Studies		
Semester	Fourth Semester (IV)		
Subject	Business Marketing (MM-402)		
Lectures Required	Topic (Including Assignment/Test)	Practical Day	Topic (Including Assignment/Test)
2	Business Marketing <ul style="list-style-type: none"> • Concept & Nature of Business Marketing, • Difference between Business Marketing and Consumer marketing 		
3	Understanding B2B Market <ul style="list-style-type: none"> • Types of Organisational customers & Policies • Classification of business products and services • Environmental analysis in industrial marketing 		
2	Nature of demand in industrial markets & Reseller Market		
1	Case study	1 st	Oral –B A Dental Advice
3	Organisational purchasing(or buying) system <ul style="list-style-type: none"> • Purchasing objectives • Purchasing activities • Types of purchases situations • Buying centres (or decision making units), key members and their roles 		
3	Industrial buyer behavior <ul style="list-style-type: none"> • Models of industrial buying behavior • Buygrid framework 		

3	<p>Industrial marketing research</p> <ul style="list-style-type: none"> • Nature and scope of marketing research • Marketing research process • Industrial marketing intelligence system 		
4	<p>Assessing marketing opportunities</p> <ul style="list-style-type: none"> • Role of marketing in strategic planning • Strategic planning at corporate level • Strategic planning at business unit level • Marketing controls 		
1	Case Study	2 nd	Finally, Coke Gets it Right in India
2	Industrial marketing strategy		
3	<p>Segmentation, target marketing and positioning</p> <ul style="list-style-type: none"> • STP framework • Bases used for segmentation • Target marketing • Target market strategies • Procedure for developing a positioning strategy 		
3	<p>Industrial Product decision and strategies</p> <ul style="list-style-type: none"> • Industrial product life cycle and strategies • Product strategies for existing product • New product development • Innovation, competitiveness, and technology 		
3	<p>Industrial services</p> <ul style="list-style-type: none"> • Classification of industrial services • Unique characteristics of services and the marketing implications • Marketing strategies for industrial service firms 		
	<p>Industrial Pricing Strategies and policies</p> <ul style="list-style-type: none"> • Factor influencing price decision 		

3	<ul style="list-style-type: none"> • Pricing strategies • Pricing policies • Commercial terms and conditions in industrial market 		
3	<p>Industrial distribution channel</p> <ul style="list-style-type: none"> • Nature of industrial distribution channels • Why industrial marketers use intermediaries? • Channel design • Logistic management 		
3	<p>Industrial marketing communication</p> <ul style="list-style-type: none"> • Developing the industrial communication programme • Role of advertising in industrial marketing • Importance of sales promotion, public relations publicity and direct marketing in industrial marketing 		

Suggested Readings:

1. Reader Robert R. Industrial Marketing Analysis, Planning and control Englewood Cliffs, New Jersey, Prentice Hal Inc.
2. Vitale; Business to Business Marketing; Thomson Learning, Mumbai.
3. Havalder Krishna K, Industrial Marketing, TMH, New Delhi.
4. Corey E Raymond, Industrial Marketing: Cases and concepts,. Englewood cliffs, New Jersey Prentice Hall Inc.
5. Hill, Richard Industrial Marketing. Homewood Illinois, Richard D. Irwin
6. Webster, FE. Industrial Marketing Strategy, New York John Wiley
7. Alexender S. Ralph cross – Industrial Marketing.
8. Reeder Robert R., “Industrial Marketing” PHI.
9. M.Govindarajan “Industrial Marketing Management” Vikas Publishing House.