

B2B MARKETING Syllabus

Week/Module	Topics
Week 0	<ul style="list-style-type: none"> ● Demo Video ● Welcome to the course ● Course Schedule ● Grading Policy ● Exam Details ● FAQ
Week 1: Business Market Fundamentals	<ul style="list-style-type: none"> ● Weekly Overview ● What is Business-to-Business Marketing? ● Difference between Business Markets and Consumer Markets ● Business Product ● Business Customers ● Understanding Demand in Business-to-Business Marketing ● Summary
Week 2: Business-to-Business Buying	<ul style="list-style-type: none"> ● Weekly Overview ● Business-to-Business Buying Process ● Buying Situations ● Variation of the buying process with the buying situation ● Supplier Selection Methods and Peter Kraljic Model ● Marketing Guidelines for in-suppliers & out-suppliers ● Factors Affecting Business-to-Business Buying ● Summary
Week 3: Customer Relationship Management	<ul style="list-style-type: none"> ● Weekly overview ● Relationship Marketing ● Relationship Spectrum ● Measuring Customer Profitability ● Relationship Framework ● Industry Bandwidth ● Switching Cost

	<ul style="list-style-type: none"> ● Summary
Week 4 : Business Market Segmentation	<ul style="list-style-type: none"> ● Weekly Overview ● What is Business Marketing Segmentation? ● How to Select Target Segment? ● Micro and Macro Segmentation Method ● Qualitative Methods of Demand Estimation ● Quantitative Methods of Demand Estimation ● Summary
Week 5 : Business Marketing Planning- Strategy Perspective	<ul style="list-style-type: none"> ● Weekly Overview ● What is Strategy? Hierarchy of Strategy ● Theory of Strategic Positioning ● Linking Strategy to Plan ● Strategic Map in Balanced Scorecard Framework ● Summary
Week 6 : Business Product and Service Differentiation	<ul style="list-style-type: none"> ● Weekly Overview ● Product Differentiation Dimensions ● Product Life Cycle Services and Asset Efficiency Services ● Process Support Services and Delegation Services ● Solution Delivery Process ● Summary
Week 7 : Pricing Strategy	<ul style="list-style-type: none"> ● Weekly Overview ● Pricing Process and Pricing Objectives in the Business Market ● Types of Pricing Methods ● Competitive Bidding ● Types of Discounts in Business Marketing ● Summary

<p>Week 8 :Business Marketing Channels and Supply Chain Management</p>	<ul style="list-style-type: none"> ● Weekly Overview ● Types of Business Marketing Channels ● Channel Design ● How to Manage Channel Conflicts? ● Supply Chain Management A Tool for Competitive Advantage ● B2B logistics ● Summary
<p>Week 9:Business Marketing Communications</p>	<ul style="list-style-type: none"> ● Weekly Overview ● Role of Advertising and Characteristics of B2B Media ● Trade Show ● Digital Media for Business Market ● Measuring Advertising Effectiveness ● Summary
<p>Week 10 : Personal Selling</p>	<ul style="list-style-type: none"> ● Weekly Overview ● Organising Personal Selling Functions ● Key Account Management ● Summary
<p>Week 11 Marketing Strategy in Technology Adoption Life Cycle</p>	<ul style="list-style-type: none"> ● Weekly Overview ● TALC and Classification of Technology Customers ● Crossing the Chasm ● Strategy in TALC ● Summary
<p>Week 12 Evaluating Business Marketing Strategy and Performance</p>	<ul style="list-style-type: none"> ● Weekly Overview ● Marketing Performance Dashboard ● Various Control Measures ● Strategy Implementation Fit ● Summary