SYLLABUS: MKT 454.001, TR 12:30pm- 1:45pm, Room BU 167
Fall Semester, 2017

Course: Marketing 454, Business-To- Business Marketing, 3 credit hours
Department of Management and Marketing

Note: This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract, and is subject to change as necessary.

Description: A comprehensive study of the nature and scope of industrial or business-to-business markets: product management, pricing, promotion, and distribution. Also covers assessing industrial marketing opportunities and industrial competitive strategies.

Prerequisite: Marketing 351 (Principles of Marketing)

Professor: Dr. Larry O’Neal

Office: 403K, McGee Building, office phone: (936) 468-4103, e-mail address: loneal@sfasu.edu

Office Hours: Tentative: MW 10:00-11:00am, and MW 3:45-4:45pm, also, TR 10:00-11:00am, and TR 1:45-3:45pm, or by appointment

Course Accommodations: Students with disabilities--To obtain disability related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability
Services (ODS), Human Services Building, Room 325, 468-3004/ 468-1004 (TDD) as early as possible in the semester. Once verified ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay or prevent your accommodations.

Course Objectives: We will study industrial or business to business marketing concepts and strategy involved in the planning, conception, promotion, distribution and sale of products from one business firm or organization to another.

Generic objectives include:
1. Identify the industrial, marketing, and business terms and concepts that are significant within the field of industrial marketing or business-to-business marketing, to be measured by performance on examinations.
2. Understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations.
3. Understand the relationships of these concepts to each other and their relationship to marketing and/or business principles and practices, to be measured by performance on examinations.
4. Demonstrate how to apply and use these concepts in marketing and/or business situations, to be measured by performance on examinations.
5. Demonstrate preparation for entry into a career in industrial marketing, to be measured by overall performance in meeting the overall course requirements.
Attendance: You are to attend all class meetings in accordance with the policies of the University. Attendance at all scheduled exams is mandatory. Regular attendance is expected for all classes, and arrive on time or before class begins.

Participation & Professionalism: Many former SFA students are very successful business professionals: CEOs, business owners, corporate vice presidents, managers, etc. In this class ten percent of your grade will consist of attendance, participation in class discussions, answering questions, and being professional.

Evaluation: Your final grade will be based on your scores for major exams, a term project, case studies, and class participation:

Exams (2 or 3, if you take optional final) (all equal weight) = 900 points
And Term Project (all the above total 90%) = 100 points
Class Participation (10% of total grade) = 100 points
Total = 1,000 points

Final Grade: Your final grade will be determined strictly on this basis:

A = 89.50% to 100% of perfect total score
B = 79.50% to 89.49% of perfect total score
C = 69.50% to 79.49% of perfect total score
D = 59.50% to 69.49% of perfect total score
F = below 59.50% of perfect total score
Curve Policy: If the average on an Exam falls below 75% then all raw scores will be raised so the class average will become 75%. For example, if the raw score class average is 67%, then 8 points would be added to each individual raw score (in that particular situation).

Exam Style: All regular exams will be objective, consisting of multiple choice, or short answer essay questions. The only exception will be the special make-up exam, which may be essay or objective in format (at the instructor’s discretion).

Academic Misconduct: This class will follow official University Policy with regards to academic misconduct. For example, cheating on exams, or turning in papers that are not your own work, will not be tolerated, and could result in an F grade in this course.

Final Exam: The Optional Final Exam will be over the last 1/3 of class material. Your Final Exam will be given at the scheduled time during Final Exam week.

Make-Up Exam: A make-up exam will be given only when the student can show proof of an absence from the scheduled exam that can be excused under University Policy. If a student misses a regular exam and has an excused absence, one special make-up exam will be given just before the end of the semester.
Term Project (Marketing Plan, for next year)

Your Term Project, a Marketing Plan, will be a paper, or hard copy, written report. Students will be required to form teams of 2 or 3 people in order to work together and turn in one written group report that is briefly explained below. Your final report will be a formal marketing plan for an actual large corporation, using Dr. Philip Kotler’s Marketing Plan system. Your Marketing Plan will be your creation of a plan for your firms marketing activities for next year (for 2018). Additional handouts will be given to assist you with creating a Marketing Plan. For example, what actions do you plan to complete to increase the sales of your business firm next year (for 2018). Late assignments will be penalized.

Peer evaluations must be completed.

Grading the Term Project:

Final Report of Marketing Plan: (For the Year 2018). Due Thurs., Nov. 2. A detailed report anywhere from 10 to 20 pages (double spaced) in length. The final project will be a detailed marketing plan covering all 8 steps of the Kotler Marketing Plan system. Your original written content and creative analysis of your Marketing Plan will be the most important factor in determining your grade. It will be graded based on: 1) overall appearance, organization, grammar, spelling, etc., 2) Quality and detail of marketing plan, including completion of all eight steps of the Kotler Marketing Plan system. 3) You must have at least 6 sources cited within your written report and at least 6 sources on your Bibliography page. Some your sources must not have been originally published on the web, for example: some sources should be articles from magazines or a chapter in a book, which should be cited in your report and also listed on your Bibliography page. 4) A Bibliography page with at least 6 complete sources cited, with website address, name of magazine or journal and/ or name of book. 5) A copy of at least one current periodical article about the company must be placed in your appendix at the end of your report.

Peer evaluations must be completed, and given to your professor.
At least **three tables or figures** are required: 1) a Total Sales Statement for the last 5 years for **your firm**, 2) a Total Sales Statement for the last 5 years for a **key competitor**. An explanation in your own words is required for each table, chart, or figure in your report. All tables, figures, or charts will be single spaced, with a title at the top, with the **source** listed at the top or bottom of each table, figure or chart. And, 3) **Projected Total Sales Statement for 2018** for **your firm**. Next, explain how you arrived at these projections for 2018, using factual support, past trends, your projected future state of the economy, and include your marketing plans projected methods to achieve your goals for 2018, etc. For example, are you planning to develop new products, new incentives or new training for your sales force, new advertising and promotional campaigns, new distribution strategies, etc., to help your firm reach your projected goal or goals.

**Rusche College of Business**  
**Syllabus Addendum**

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes, but is not limited to (1) using or attempting to use unauthorized materials on any assignment or exam; (2) falsifying or inventing of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were one’s own. Examples of plagiarism include, but are not limited to (1) submitting an assignment as if it were one's own work when is at least partly the work of another person; (2) submitting a work that has been purchased or otherwise obtained from the Internet or another source; and/or (3) incorporating the words or ideas of an author into one's paper without giving the author credit. Penalties may include, but are not limited to reprimand, no credit for the assignment or exam, re-submission of the work, make-up exam, failure of the course, or expulsion from the university. Please read the complete policy at [http://www.sfasu.edu/policies/student_academic_dishonesty.pdf](http://www.sfasu.edu/policies/student_academic_dishonesty.pdf)

**Course Grades (University Policy 5.5)**
At the discretion of the instructor of record and with the approval of the academic unit head, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F, except as
allowed through policy related to active military service. If students register for the same course in
future semesters, the WH will automatically become an F and will be counted as a repeated course
for the purpose of computing the grade point average. Please refer to the complete policy at

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provided. Failure to request services in a timely manner may delay your accommodations. For
additional information, go to http://www.sfasu.edu/disabilityservices/.

Student Conduct (University Policy 10.4)
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the
ability of other students to learn from the instructional program (see the full Student Conduct
Code at http://www.sfasu.edu/policies/student-conduct-code.pdf.) Unacceptable or
disruptive behavior will not be tolerated. Students who disrupt the learning environment may be
asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition
applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips,
etc. The instructor shall have full discretion over what behavior is appropriate/ inappropriate in the
classroom. Students who do not attend class regularly or who perform poorly on class
projects/exams may be referred to the iCare Early Alert Program. This program provides students
with recommendations for resources or other assistance that is available to help SFA students
succeed.

August 19, 2014
## Tentative Schedule, MKT 454.001, B2B, Fall Semester 2017, TR 12:30pm-1:45pm, room BU167

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Chapters/ Assignments</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug. 29 &amp; 31</td>
<td>Introduction to B2B</td>
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<tr>
<td>2</td>
<td>Sept. 5 &amp; 7</td>
<td>Ch. 1, Business Marketing Perspective</td>
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<tr>
<td>3</td>
<td>Sept. 12 &amp; 14</td>
<td>Ch. 2, Organizational Buying Behavior</td>
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<td></td>
<td></td>
<td>* Set up Teams for Term Project &amp; Pick a Business Firm for your Marketing Plan*</td>
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<td>4</td>
<td>Sept. 19 &amp; 21</td>
<td>Ch. 3, Customer Relationship Management</td>
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<td>5</td>
<td>Sept. 26 &amp; 28</td>
<td>Ch. 4, Business Segmentation</td>
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<tr>
<td>6</td>
<td>Oct. 3 &amp; 5</td>
<td>Ch. 4, Segmentation &amp; Exam</td>
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<tr>
<td>7</td>
<td>Oct. 10 &amp; 12</td>
<td>Ch. 7 &amp; 8, Business Products &amp; Innovation</td>
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<tr>
<td>8</td>
<td>Oct. 17 &amp; 19</td>
<td>Ch. 7 &amp; 8, Business Products &amp; Innovation</td>
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<td>9</td>
<td>Oct. 24 &amp; 26</td>
<td>Ch. 10, Marketing Channels</td>
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<td>10</td>
<td>Oct. 31 &amp; Nov. 2</td>
<td>Ch. 13, Business Advertising &amp; Promotion</td>
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<tr>
<td>11</td>
<td>Nov. 7 &amp; 9</td>
<td>Ch. 13, Business Advertising &amp; Promotion</td>
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<td>12</td>
<td>Nov. 14 &amp; 16</td>
<td>Ch. 14, Personal Selling &amp; Sales Management</td>
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<tr>
<td>13</td>
<td>Nov. 28 &amp; 30</td>
<td>Ch. 14, Personal Selling &amp; Exam</td>
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<td>14</td>
<td></td>
<td><em>Saturday, Nov. 18 through Sunday, Nov. 26, Thanksgiving Holliday, No Classes</em></td>
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<td>15</td>
<td>Dec. 5 &amp; 7</td>
<td>Review Ch. 5 &amp; 15 for optional Final Exam</td>
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<td>16</td>
<td>Dec. 11-15</td>
<td>Final Exam Week</td>
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<td></td>
<td><em>Optional FINAL EXAM, Tuesday, Dec. 12, 10:30am- 12:30pm, Ch. 5 &amp; 15</em></td>
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Sign and Return the Following Certification

I certify that I have received a copy of the Course Syllabus for MKT 454, Section 001, (TR 12:30pm- 1:45 pm) for the Fall Semester, 2017. I have read and understand all of the Course Syllabus, and I further certify that I have met the prerequisites as listed in the Course Syllabus.

Signature:___________________________________Date:____________________

Printed Name: _____________________________________

Email address:________________________________ Phone:____________________

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Signature:___________________________________Date:____________________

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