Stephen F. Austin State University  
Nelson Rusche College of Business  
MKTG 4354 (formerly known as MKT 454)  
Business to Business Marketing  
Fall 2020

Professor: Dr. Wenjing Li  
Office: 403P  
Email: liw1@sfasu.edu  
Office Phone: 936-4681422

Course Time: The class will be run on a weekly base. **All the class materials will be posted on Monday with most activities due on Sunday at 10:00pm.**

We will have live class via zoom during these two dates:  
September 1st  Tuesday 4:00 pm-5:15pm  
September 8st  Tuesday 4:00pm-5:15pm

Online Office Hours: Tuesday & Wednesday 1-4:30pm; Thursday 1-4pm  
Tuesday office hour link:  
https://sfasu.zoom.us/j/92927186285?pwd=VERxU0o3OFZqelnBNoxdEgxTTVuZz09  
Wednesday office hour link:  
https://sfasu.zoom.us/j/93718833671?pwd=cEdnTkRITXBuQjJLT1VuM3RPSnB3dz09  
I would recommend you email me first to schedule a meeting during my office hour so I can be better prepared to help you. Available every day, including weekends, by email. Available every day, including weekends, by email.

Student Requirements:  
Technology: Reliable high speed Internet access is required. Login through Brightspace (D2L) system at SFA (d2l.sfasu.edu). Web camera.  
SFASU email account: In order to access mySFA for class email and communication.  
Course Materials(Required):  
   Available online and in the university bookstore. ISBN-10: 1337496480 and ISBN-13: 978-1337496483. MindTap access, which is includes an ebook, is required for this course.  
2) Harvard Business School Publishing Cases:
Use this link: [https://hbsp.harvard.edu/import/745600](https://hbsp.harvard.edu/import/745600) Cost to purchase, download: $21.25
To call Harvard Business School Publishing use this Customer Service Number: (800) 545-7685.
3) D2L: [https://d2l.sfasu.edu/](https://d2l.sfasu.edu/)
   You are responsible for all announcements and materials presented on this web page, so you must check it regularly. Your course grades will be posted here. If you do not have access to our class D2L page for any reason, you must contact me.

**COURSE DESCRIPTION**

This course applies marketing concepts, analyses and tools used in business to business (B2B) marketing. Business to Business (B2B) marketing is different than Business to Consumer (B2C) marketing. In this course, students examine the process of marketing products and services to other businesses and organizations in the economy, the unique nature of business customer's needs, and the different marketing strategies that can be employed to meet those needs. We develop an understanding of customer value management as a strategy for delivering superior value to targeted business segments to achieve superior performance.

**COURSE GOALS AND STUDENT LEARNING OBJECTIVES**

Upon completion of this course, students will be able:

1. Identify the marketing, and business terms and concepts that are significant within the field of business-to-business marketing
2. Understand the relationships of these concepts to each other and their relationship to marketing and/or business principles and practices
3. Understand the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behavior.
4. Apply a systematic approach to problem solving and decision making in business marketing organizations through the use of case studies.
5. Demonstrate preparation for entry into a career in industrial marketing, to be measured by overall performance in meeting the courses requirements.

**CLASS PARTICIPATION**

The professor will send out all the class announcements and post all the class materials on brightspace. This course will be run on a weekly base. All the class materials for that week will be posted on Monday with most activities due on Sunday at 10:00pm. You are expected to regularly log into D2L to read the posted class materials regularly. All the assignments have to be turned in on time. In this class, students need to spend at least 2 hours to finish reading the
textbook and online materials posted on D2L. Students have significant weekly reading assignments to prepare for various class activities, are expected to take quizzes and exams, are required to submit case write-ups, and are required conduct a project. These activities average at a minimum 6 hours of work each week to prepare outside of classroom hours.

**ZOOM EXPECTATION**

When joining a class via ZOOM keep your camera on and...

- Dress and appear just as you would if attending class in person.
- Behave while Zooming as if sitting in a traditional classroom.
- Select a location that is a quiet room free of distractions (for yourself and others).
- Avoid public spaces with customers milling in the background, road noises, etc.
- Avoid using distracting virtual backgrounds (I will be the judge of distracting).
- It is better to mute your microphone when not speaking, however please try to avoid or eliminate background disruptions:
  - Pets
  - Children
  - Roommates
  - TV
  - Music
  - Food

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![ZOOM EXPECTATIONS Chart]

**BE ON TIME**
- Wake up early
- Log on a few minutes before class

**BE IN A QUIET PLACE**
- Find a quiet place
- Check your surroundings

**BE PREPARED**
- Computer is charged
- Camera is on
- Use headphones if you have them

**PRESENTATION**
- Wear appropriate clothing
- Sit up straight
- Be in camera view

**MUTE YOURSELF**
- Mute yourself when you or another student is talking

**PARTICIPATION**
- Be focused
- Be attentive
- Be an active participant

**CHAT RESPONSIBLY**
- Raise your hand to speak
- Type your question in the chat box

**COMMUNICATION**
- Speak clearly
- Look up when speaking
- Stay on topic
  - (No side conversations)

**BE RESPECTFUL**
- R-E-S-P-E-C-T
- Be kind
- Be considerate
ACADEMIC INTEGRITY (A-9.1)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

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 to aid in achieving a better grade on a component of a class; (2) the falsification or invention 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 your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit.

Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp

WITHHELD GRADES SEMESTER GRADES POLICY (A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, 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. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

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, and 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 your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.
### GRADING

<table>
<thead>
<tr>
<th>Task</th>
<th>Possible Points</th>
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<tbody>
<tr>
<td>Introduce Yourself Discussion</td>
<td>10</td>
</tr>
<tr>
<td>Exam 1</td>
<td>150</td>
</tr>
<tr>
<td>Exam 2</td>
<td>150</td>
</tr>
<tr>
<td>Exam Sample Questions</td>
<td>20</td>
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<td>Quizzes</td>
<td>80</td>
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<tr>
<td>Class Activities</td>
<td>70</td>
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<td>Case Discussion</td>
<td>50</td>
</tr>
<tr>
<td>Case Write-up</td>
<td>75</td>
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<tr>
<td>B2B Firm Study</td>
<td>50</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>655</strong></td>
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</tbody>
</table>

Final grades earned as follows:

- **“A”** 90-100%
- **“B”** 80-89.99%
- **“C”** 70-79.99%
- **“D”** 60-69.99%
- **“F”** < 60%

### Introduce yourself Discussion

Each student posts a discussion on the “Introduce Yourself Discussion Board” via D2L to briefly introduce yourself. Please include the following information with a picture of you:

1. Your hometown
2. Your standing and major at SFA
3. A unique or fun fact that you think won't be true for anyone else in the course.
4. Things about you that you want me to know
5. Your favorite brands

### Exams

The exam will be administered through D2L. The exams will be timed and grades made available to students. Exams questions may be multiple choice, short answer (about a paragraph), or long answer (about a page). Exam questions may cover material from the book, MindTap practice activities, PowerPoint slides, class activities, cases, and online D2L content.
Make-up Exams

In the event of a documented excused absence, as governed by university policy, you may complete a scheduled course exam up to one week before or after the exam date. It is your responsibility to provide the necessary documentation and to schedule the exam with your instructor within the +/- one-week timeframe. In addition, students will not be permitted to make-up more than one exam.

Exam Sample Questions

Exam sample question will be given before the exam to help you study and prepare for the exams.

Quizzes

There will be quizzes administered on D2L. Questions will be multiple choice. You will have 2 attempts for each quiz.

Class Activities/Case Discussion

There will be class activities/case discussion every week. The class activities will be posted in the module for that week on D2L. Each class activity will provide you instruction for completing that activity.

Case Study

You can find these cases at https://hbsp.harvard.edu/import/745600. The cases have been carefully selected to make a series of points. For each case, you need to submit one write-up via dropbox for that case. You can refer to case analysis rubric for more guidance for the write-up.

Case Analysis Rubric

<table>
<thead>
<tr>
<th></th>
<th>Excellent (12-15)</th>
<th>Good (8-11)</th>
<th>Average (4-7)</th>
<th>Weak (0-3)</th>
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</thead>
<tbody>
<tr>
<td>Identification of Critical Marketing Issues</td>
<td>Identifies most of the critical issues and demonstrates a sophisticated understanding of the main issues.</td>
<td>Identifies most of the issues and demonstrate reasonable understanding of the issues.</td>
<td>Identifies some of the issues and provide some rational statements.</td>
<td>Fails to identify any critical issues.</td>
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<tr>
<td>Analysis and Evaluation of Issues</td>
<td>Provides an insightful and thorough analysis of all identified issues; makes appropriate and powerful</td>
<td>Provides a thorough analysis of most of the issues identified; make appropriate and good connects between</td>
<td>Provides some analysis of the issues identified; make some connects between identified issues and concepts</td>
<td>Provides a superficial or incomplete analysis of some of the identified issues; make little connection between</td>
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### Evaluation of Alternatives

| Evaluation of Alternatives | Identifies several valid alternatives for each marketing issues, providing for each strengths and limitations with convincing and supported arguments | Identifies several valid alternatives for each marketing issues, providing for each strengths and limitations with very good support | Fails to identify and evaluation of alternatives. |

### Recommendations on Effective Solutions/Strategies

| Recommendations on Effective Solutions/Strategies | Articulates and persuasively defends effective and feasible recommendations that address the identified issues with strong arguments and well-documented evidence. | Articulates and effectively defends effective and feasible recommendations that address the identified issues with reasonable argument and well-documented evidence. | Fails to list and/or defend effective and feasible recommendations that address most of the identified marketing issues. |

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**B2B Firm Study**

This assignment helps you gain a managerial perspective on B2B firms that target business and government customers. You will also apply class contents and analyze marketing practices in the B2B context.

Step 1: identify one company predominantly in the business-to-business marketplace. The company could be from one of the following industries: Manufacturing, general services, professional services, Information / communications technology, media, wholesaling, and financing, but their customers are mainly another business.

Step 2: For the selected company, you should  
(1) briefly describe the company’s B2B products and services (and include the company’s website);  
(2) identify at least 2 B2B customers of the company. Evaluate the relationship between the company and this customer;  
(3) analyze the company’s customer value propositions and competitive differentiation in the business markets; and
(4) explain the differences between the marketing practices of this company and those often adopted by B2C companies in terms of 4ps.

Step 3: Give about 5-7-minutes presentation about the company via ppt. Please submit the recording of your presentation via dropbox. A professional Power Point presentation is expected (Please provide me with a copy of your presentation slides). You can integrate different formats, such as video, posters, etc. into your presentation. Be prepared for questions from your peers as well as from me. Design your presentation as if you were a team of consultants presenting directly to an executive team at a business which hired your services. Please refer to the following guidelines for presentations:

1) Slide content
   a. Information is clearly presented
   b. Appropriate use of charts, graphs, of other visual aids
   c. Information is accurate and complete

2) Presentation proficiency
   a. Tells a good story
   b. Captures the attention of the audience
   c. Stays in pace for the team presentation time
   d. Able to answer reasonable questions
   e. Appears well rehearsed

3) Presentation style
   a. Makes eye contact with the audience
   b. Infrequent use of “filler words,” such as “umm” and “ahh.”
   c. Speaks confidently

Resources: In addition to internet search, it might be helpful to consult:
- The Wall Street Journal and New York Times (You have free access to these 2 sources as sfa student)
- Stephen F. Austin State University Library databases

MindTap Practice Exercise

There will be MindTap practice exercise for each topic. These exercises will not be graded. However, they will help you prepare for the quizzes and exams. Some Quiz and Exam questions will directly come from there.

Late Work

If you have an excused absence or are having trouble completing an assignment on time, please talk with me well before the due date (i.e., NOT at the last minute). Late work may be accepted given proper documentation (up to instructor’s discretion) however will automatically lose 25% credit every 24 hrs.
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<thead>
<tr>
<th>Date</th>
<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Week 1: 8/24 – 8/30</td>
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<td>Welcome and Overview</td>
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<tr>
<td>Week 2: 8/31/-9/06</td>
<td>1</td>
<td>A Business Marketing Perspective</td>
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<td>Week 3: 9/07/-9/13</td>
<td>2</td>
<td>Organizational Buying Behavior</td>
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<td>Week 4: 9/14/-9/20</td>
<td>3</td>
<td>Customer Relationship Management</td>
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<td>Week 6: 9/28-10/04</td>
<td>4</td>
<td>Segmenting the Business Market</td>
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<td>Week 7: 10/05-10/11</td>
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<td>Case 2: Sealed Air Corporation: Deciding the Fate of VTID</td>
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<tr>
<td>Week 8: 10/12-10/18</td>
<td>5</td>
<td>Business Marketing Strategy</td>
<td>Exam 1 (Chapter 1-5 &amp; Case 1 &amp; 2);</td>
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<td>Week 9: 10/19-10/25</td>
<td>7 &amp; 8 &amp; 9</td>
<td>Managing Product and Service</td>
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<td>Week 12: 11/09-11/15</td>
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<td>Case 4: Atlantic Computer: A Bundle of Pricing Options</td>
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<td>Week 14: 11/23-11/29</td>
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<td>Thanksgiving Breaks (Enjoy)</td>
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<td>Week 15: 11/30-12/06</td>
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<td>Case 5: HubSpot Inbound Marketing and Web 2.0</td>
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<td>12/08</td>
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<td>Exam 2 (Chapters 7,8,9,12,14 &amp; Cases 3-5)</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.**