Stephen F. Austin State University
Nelson Rusche College of Business
MKTG 4354 600
Business to Business Marketing
Summer 2023

Professor: Dr. Wenjing Li
Email: liw1@sfasu.edu
Office: 403G
Office Phone: 936-468-1422

Course Time: The class will be run on a weekly base. All the class materials will be posted on Thursday with most activities due on next Wednesday at 10:00pm (All times in the course are central time).

We will have live class via zoom during these two dates (attending zoom sessions is optional):
June 6th Tuesday 1-2pm
June 13th Tuesday 1-2pm

https://sfasu.zoom.us/j/99135076916?pwd=Rmt2RkNLdW9UN1JwSzRyMCTnWE92QT09

Online Office Hours: Tuesday & Wednesday 12-4pm

https://sfasu.zoom.us/j/93784474026?pwd=akc2eEpjN0ZTYVBBWzljbVpDQm9VUT09

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, 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-13: 978-1337496483. MindTap access, which includes an ebook, is required for this course.
2) 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 Thursday with most activities due on next Wednesday 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
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](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>20</td>
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<tr>
<td>Exam 1</td>
<td>150</td>
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<tr>
<td>Exam 2</td>
<td>150</td>
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<tr>
<td>Syllabus Quiz</td>
<td>20</td>
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<tr>
<td>Chapter Quizzes</td>
<td>80</td>
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<tr>
<td>Class Activities</td>
<td>80</td>
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<td><strong>TOTAL</strong></td>
<td><strong>500</strong>*</td>
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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. A picture of you

Exams

The exam will be administered through D2L. The exams will be timed and grades made available to students. Exams will be proctored through Proctorio. 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.

Syllabus Quiz

Syllabus quiz covers information about this course, like assignments, schedules etc.

Chapter Quizzes

There will be quizzes for each module covering the materials in the chapters in that module. Questions will be multiple choice.

Class Activities

There will be class activities 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.
MindTap Practice Exercise

There will be MindTap practice exercise for each topic. These exercises will not be counted toward your grads. 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.
**TENTATIVE COURSE SCHEDULE**

<table>
<thead>
<tr>
<th>Date</th>
<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
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<tbody>
<tr>
<td>5/30-5/31</td>
<td></td>
<td>Welcome and Course Introduction</td>
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<tr>
<td>Week 1: 6/1 – 6/07</td>
<td>1 and 2</td>
<td>A Business Marketing Perspective &amp; Organizational Buying Behavior</td>
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<tr>
<td>Week 2: 6/08-6/14</td>
<td>3, 4, and 5</td>
<td>Customer Relationship Management &amp; Segmenting the Business Market &amp; Business Marketing Strategy</td>
<td>Exam 1 (Chapters 1-5; exam 1 will be available on June 14th from 8am to 10pm)</td>
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<td>Week 3: 6/15-6/21</td>
<td>7, 8 and 10</td>
<td>Managing Business Product and Marketing Channel</td>
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<td>6/30</td>
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<td>Exam 2 (Chapters 7, 8, 10, 12, 13, and 14; exam 2 will be available on June 30th from 8am to 10 pm)</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.**