Stephen F. Austin State University
Nelson Rusche College of Business
MKTG 4354-001
Business to Business Marketing
Spring 2024

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

Class Meeting: TR 12:30PM – 1:45PM
Class Location: BUSI 127

Office Hours: Monday 2:30 pm – 4:30 pm
Tuesday 2:00 pm– 4:00 pm
Wednesday 10 am – 12 pm (online); 2:30 pm – 4:30 pm
Thursday 10am – 12 pm (online)

Office hour zoom link: https://sfasu.zoom.us/j/94280967604?pwd=UkFJRnZjV1MyZzRqOHJiSDBPQWhwQT09

Please email or speak with me to set up a meeting (even during my normal office hours, I suggest making an appointment, so you don’t accidentally arrive when I am meeting with another students).

Course Materials:


2) Harvard Business Publishing Cases (Required):
   Use this link: https://hbsp.harvard.edu/import/1139023 Cost to purchase, download: $24.75
   To call Harvard Business School Publishing use this Customer Service Number: (800) 545-7685.

3) D2L: 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.

**ATTENDANCE & CLASS PARTICIPATION**

You are expected to attend class and to arrive on time. Students who regularly attend class consistently outperform those who do not. Throughout the semester, there will be several in-class activities to assess your performance and track your attendance. If you miss class, it is your responsibility to find out what was covered and assigned. Exam material will largely come from class lectures.

You cannot make-up any in-class activities, including exams, quizzes, or projects, unless your absence is excused as per university policy. The following are acceptable reasons for excused absences: serious illness, illness or death of a family member, University-related trips, and major religious holidays. Poor planning and vacations do not constitute excused absences. If the
University is closed for any reason on a scheduled class day, you should be prepared to adjust the schedule accordingly including taking an exam during the next class session.

- Students must notify me prior to their absence or within one week after the absence.
- Students must submit any written documentation supporting their excused absence within one week of the absence.
- Absences for major religious holidays require advance written notification.

If you are 15 minutes late or leave class early, you will be considered as absent. However, I understand that sometimes emergencies can happen, so I will give you 2 free absences. For these two free absences, you can make-up class activities and pop quizzes only if you notify me before the missed class. All the missing assignments must be made up within one week of the absence.

**CLASSROOM ENVIRONMENT**

It is important to have a classroom environment that is conducive to learning for everyone. This requires adherence to some basic rules of respectful behavior. The following will NOT be tolerated: (1) side conversations, (2) reading or working on anything except the material in this class, (3) putting your head down on your desk (sleeping), (4) emailing, texting, etc. Students engaging in these disruptive behaviors may be asked to leave the classroom.

**TECHNOLOGY PROHIBITION**

Ample research (Hembrooke & Gay, 2003; Fried, 2008) has found that students who use computing devices during class have significant decrements in their memory performance. Further, students who use these devices are a distraction to students who do not use them (Sana, Weston, & Cepeda, 2013). Therefore, laptops, tablets, phones, and other electronic devices are not allowed in this class. However, students are allowed to petition for an exemption. The exemption requires students to read and critique the three above papers, giving dedicated attention to why they think their situation is different from the students in the study. Students who successfully defend their petition to use technology may be given an exemption. However, writing a paper critique does NOT necessarily mean that you will be given an exemption; this decision is made solely by me. Students with disabilities (and their assigned note takers) will be given special consideration.

**ACADEMIC INTEGRITY (4.1)**

The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of
materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

WITHHELD GRADES SEMESTER GRADES POLICY (5.5)

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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.
STUDENTS WELNESS AND WELL-BEING

SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
• Health Services
• Counseling Services
• Student Outreach and Support
• Food Pantry
• Wellness Coaching
• Alcohol and Other Drug Education
www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
• Burke 24-hour crisis line: 1.800.392.8343
• National Suicide Crisis Prevention: 9-8-8
• Suicide Prevention Lifeline: 1.800.273.TALK (8255)
• johCrisis Text Line: Text HELLO to 741-741
AVOID UNPROFESSIONAL BEHAVIOR

It is useful to avoid common mistakes in the professor-student relationship.

(1) Do not ask for a deal. Each semester some students ask for a deal not available to other students (such as, exam retakes or extra points at semester’s end). It is unethical to ask for points that were not earned and speaks poorly of the student’s integrity and the professor’s, if granted. If a bonus opportunity is available, everyone will know because it will be offered to the entire class. Do not expect “extra credit” opportunities.

(2) Do not ask to extend deadlines for homework or quizzes, because you missed the deadline. Honoring such a request is unfair to other students unless there is a documented emergency that prevented task completion.

GRADING

<table>
<thead>
<tr>
<th>Task</th>
<th>Possible Points</th>
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</thead>
<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 3</td>
<td>150</td>
</tr>
<tr>
<td>Exam Review Assignments</td>
<td>30</td>
</tr>
<tr>
<td>Pop Quizzes</td>
<td>80</td>
</tr>
<tr>
<td>B2B Firm Study</td>
<td>50</td>
</tr>
<tr>
<td>Class Activities</td>
<td>150</td>
</tr>
<tr>
<td>Case Write-up</td>
<td>100</td>
</tr>
<tr>
<td>Group Field Project</td>
<td>150</td>
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<tr>
<td>TOTAL</td>
<td>1020*</td>
</tr>
</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
(Due on January 21st at 11:59pm)

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. Your favorite brands
5. A picture of you (with your family, friends, or pets)

Exams

Regular exams are in-class and non-cumulative. Questions may be multiple choice, short answer (about a paragraph), or long answer (about a page). Exam questions may cover material from the book, PowerPoint slides, class discussion, cases, or other assigned material.

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. A make-up exam will be scheduled within 3 class dates of the original exam date. In addition, students will not be permitted to make-up more than one exam.

Exam Review Assignment

Exam review assignments will be given throughout the semester during the exam review section. It includes sample questions and will help you prepare for the exams.

Pop Quizzes

There will be unannounced quizzes/assignments administered throughout the course of the semester. Contents may cover material from the book, PowerPoint slides, class discussion, cases, or other assigned material. Students have an opportunity to drop their lowest quiz grade. No source of outside information (e.g. book, notes, internet, etc.) will be permitted during exams as it constitutes academic dishonesty.

Class Activities

There will be many classes with in-class activities. For each class, there will be one or several class activities. Class activities will be conducted at the individual or group level.
**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 (5 points): 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. Each student needs to submit 2 companies for me to approve one to avoid that 2 students work on the same company.

Step 2 (30 points): Give about 10-minutes presentation about the company via ppt in the class.

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

For the selected company, you should include:
1. Background of the company. What is history? What is Strengths, weaknesses, opportunities, and threats (SWOT)?
2. Please briefly describe the company’s B2B products and services (and include the company’s website); Please describe the features of the product/service and its advantages.
3. What are their target customers? Please identify at least 2 B2B customers of the company. Evaluate the relationship between the company and this customer;
4. Analyze the company’s customer value propositions and competitive differentiation in the business markets;
5. Explain the differences between the marketing practices of this company and those often adopted by B2C companies in terms of 4ps.

**Case Study**

You can find these cases at [https://hbsp.harvard.edu/import/1139023](https://hbsp.harvard.edu/import/1139023). The cases have been carefully selected to make a series of points. For each case, students have to turn in one write-up due at the beginning of the class for that case discussion. I will provide case preparation questions for each case to help you get started.

**Case Analysis Rubric**

<table>
<thead>
<tr>
<th>Identification of Critical Marketing Issues</th>
<th>Excellent</th>
<th>Good</th>
<th>Average</th>
<th>Weak</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identifies most of the critical issues and demonstrates a sophisticated</td>
<td>Identifies most of the issues and demonstrate reasonable</td>
<td>Identifies some of the issues and provide some rational statements.</td>
<td>Fails to identify any critical issues.</td>
<td></td>
</tr>
</tbody>
</table>

8
<table>
<thead>
<tr>
<th>Analysis and Evaluation of Issues</th>
<th>Provides an insightful and thorough analysis of all identified issues; makes appropriate and powerful connects between identified issues and the strategic concepts studies in the class.</th>
<th>Provides a thorough analysis of most of the issues identified; make appropriate and good connects between identified issues and concepts studied in the class.</th>
<th>Provides some analysis of the issues identified; make some connects between identified issues and concepts studied in the class.</th>
<th>Provides a superficial or incomplete analysis of some of the identified issues; make little connection between issues identified and the concepts studied in the class.</th>
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</thead>
<tbody>
<tr>
<td>Evaluation of Alternatives</td>
<td>Identifies several valid alternatives for each marketing issues, providing for each strengths and limitations with convincing and supported arguments</td>
<td>Identifies several valid alternatives for each marketing issues, providing for each strengths and limitations with very good support</td>
<td>Identifies several alternatives for each marketing issues, providing some support.</td>
<td>Fails to identify and evaluation of alternatives.</td>
</tr>
<tr>
<td>Recommendations on Effective Solutions/Strategies</td>
<td>Articulates and persuasively defends effective and feasible recommendations that address the identified issues with strong arguments and well-documented evidence.</td>
<td>Articulates and effectively defends effective and feasible recommendations that address the identified issues with reasonable argument and well-documented evidence.</td>
<td>Lists and largely defends effective and feasible recommendations that address most of the identified marketing issues with arguments and evidence.</td>
<td>Fails to list and/or defend effective and feasible recommendations that address most of the identified marketing issues</td>
</tr>
</tbody>
</table>
Group Field Project

Students are to form teams of size 2. In this project, you group will choose a B2B market (industry) and interview at least 2 customers in that B2B market to develop an understanding of customer needs and will ultimately develop recommendations for the companies in that industry about how to better serve the needs of their customers. The project will not require you to have contact with the B2B company competing in that industry, but you will be required to interview customers in the market.

The Group Project consists of 7 deliverables:

1. Group list 5 points
2. Choose a B2B industry 5 points
3. Business Analyses for the industry 30 points
4. Choose at least 2 customers in that industry for interview 10 points
5. Interview preparation 25 points
6. Interview summary 25 points
7. Presentation 50 points

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.
<table>
<thead>
<tr>
<th>Date</th>
<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/18/2024</td>
<td></td>
<td>Welcome and Overview</td>
<td></td>
</tr>
<tr>
<td>1/23/2024</td>
<td>1</td>
<td>Introduction to B2B</td>
<td></td>
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<tr>
<td>1/25/2024</td>
<td>2</td>
<td>Organizational Buying Behavior</td>
<td></td>
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<tr>
<td>1/30/2024</td>
<td>2 &amp; 3</td>
<td>Organizational Buying Behavior</td>
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<tr>
<td>2/01/2024</td>
<td>3 &amp; 4</td>
<td>Relationship Management</td>
<td>Company for B2B firm Study due</td>
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<tr>
<td>2/06/2024</td>
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<td><em>Case 1: Making stickK Stick: The Business of Behavioral Economics</em></td>
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<tr>
<td>2/08/2024</td>
<td></td>
<td>Exam 1 Review</td>
<td>Field Group Project Step 1: Group list due</td>
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<tr>
<td>2/13/2024</td>
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<td>Exam 1</td>
<td>Field Group Project Step 2: B2B industry due</td>
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<td>2/15/2024</td>
<td>4</td>
<td>Segmentation</td>
<td>Field Group Project Step 2: B2B industry due</td>
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<tr>
<td>2/20/2024</td>
<td>5 &amp; 6</td>
<td>Business Marketing Strategy</td>
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<td>2/22/2024</td>
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<td><em>B2B Firm Study Presentation 1</em></td>
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<tr>
<td>2/27/2024</td>
<td></td>
<td>Managing Product and Service</td>
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<td>3/05/2024</td>
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<td>Business Marketing Communication</td>
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<td>3/07/2024</td>
<td></td>
<td>Business Marketing Communication</td>
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<tr>
<td>3/12/2024</td>
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<td><em>Spring Break (Enjoy)</em></td>
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<td>3/14/2024</td>
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<td>3/19/2024</td>
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<td><em>Case 3: HubSpot Inbound Marketing and Web 2.0</em></td>
<td>Field Project Step 4: Choose at least 2 customers in that industry for interview due</td>
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<td>3/21/2024</td>
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<td>Exam 2 Review</td>
<td>Field Project Step 5: Interview preparation due</td>
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<td>3/26/2024</td>
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<td>Exam 2</td>
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<td>3/28/2024</td>
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<td><em>Easter Holiday No Class</em></td>
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<tr>
<td>4/02/2024</td>
<td>14</td>
<td><em>B2B Firm Study Presentation 2</em></td>
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<tr>
<td>4/04/2024</td>
<td>12</td>
<td>Business 2 Business Selling</td>
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<tr>
<td>4/09/2024</td>
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<td><em>Case 4: Boise Automation Canada Ltd.: The Lost Order at Northern Paper (B)</em></td>
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<tr>
<td>4/11/2024</td>
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<td>Group Field Project work Day _ Interview</td>
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<tr>
<td>Date</td>
<td>Event</td>
<td>Description</td>
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<td>4/16/2024</td>
<td>B2B Pricing</td>
<td>Field Project Step 6: Interview report due</td>
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<tr>
<td>4/18/2024</td>
<td>Case 5: Atlantic Computer: A Bundle of Pricing Options</td>
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<tr>
<td>4/23/2024</td>
<td>B2B Marketing Channel</td>
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<tr>
<td>4/25/2024</td>
<td>Group Project Presentation</td>
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<tr>
<td>4/30/2024</td>
<td>Exam 3 Review</td>
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<tr>
<td>5/9/2024</td>
<td>Exam 3 (10:30am - 11:45am)</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.**