Stephen F. Austin State University
Nelson Rusche College of Business
MKTG 4354 600
Business to Business Marketing
Summer 2024

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 Tuesday with most activities due on next Monday at 10:00pm (All times in the course are central time).

Online Office Hours: Tuesday & Wednesday 12-4pm

https://sfasu.zoom.us/j/98401928986?pwd=Szg3TWY5WU1TQ09jOGVacmVhdWo0UT09

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):


2) 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.

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 Tuesday with most activities due on next Monday 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.
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/thewhub
936.468.4008
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 to 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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<tbody>
<tr>
<td>Introduce Yourself Discussion</td>
<td>20</td>
</tr>
<tr>
<td>Exam 1</td>
<td>150</td>
</tr>
<tr>
<td>Exam 2</td>
<td>150</td>
</tr>
<tr>
<td>B2B Firm Study Written Assignment</td>
<td>50</td>
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<tr>
<td>Quizzes</td>
<td>150</td>
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<tr>
<td>Class Activities</td>
<td>80</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>600</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%
**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 Honorlock.** 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.

**B2B Firm Study Written Assignment**

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.

Each student needs to 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.

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.

At a minimum, students will need the equivalent of at least 3 double-spaced typed pages to adequately address these requirements.

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

**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 grades. 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**
Assignments for that week due on Monday at 10:00 pm (All times in the course are Central Standard Time (CST)).

<table>
<thead>
<tr>
<th>Date</th>
<th>Book Chapter(s)</th>
<th>Topic</th>
<th>Notes</th>
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</thead>
<tbody>
<tr>
<td>Week 1: 6/3 – 6/10</td>
<td>1 and 2</td>
<td>Course Introduction &amp; A Business Marketing Perspective &amp; Organizational Buying Behavior</td>
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<tr>
<td>Week 2: 6/11/– 6/17</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; Proctored available on June 17th from 8am to 10 pm)</td>
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<tr>
<td>Week 3: 6/18/- 6/24</td>
<td>7, 8 and 12</td>
<td>Managing Business Product and B2B Pricing</td>
<td>Exam 2 (Chapters 7, 8, and 12; Proctored available on June 24th from 8am to 10 pm)</td>
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<tr>
<td>Week 4: 6/25/- 7/01</td>
<td>10, 13 and 14</td>
<td>Marketing Channel and B2B Communications</td>
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<td>Week 5: 7/02- 7/05</td>
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<td>B2B Firm Study Written Assignment</td>
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**Subject to change as announced in class or on the class website. Additional readings may be required.