

Industrial Buying Behaviour and B2B Marketing

Course content:

- Introduction to Industrial / Organizational Buying Behavior and B2B marketing
- To understand the industrial products, characteristics, applications and classification, economics of industrial demand
- Understanding Industrial Marketing, Organizational Customers, Governmental agencies, Institutions and Characteristics of organizational procurement
- Industrial Marketing Environment, Strategies for Managing the Industrial Marketing Environment
- Differences between Industrial Marketing and Consumer Marketing with specific reference to the Marketing mix
- Organizational Buying and Buyer Behaviour: Concepts and Models of Organizational Buying Behaviour
- Organization buying process: Roles of buying centers/ Decision making units
- Segmenting the Industrial Markets and positioning the products
- Vendor selection process, value analysis and value engineering
- Importance of costing, pricing and bidding; Factors influencing industrial product pricing
- Industrial buying behaviour; the importance of decision making process in Industrial Marketing
- Use of various promotional tools, viz., advertising, catalogues, brochures, participation in exhibitions – the effectiveness of each of these tools in

Industrial Marketing

- Role of Personal Selling in Industrial / B2B Marketing; Importance of consultants and expectations from the consultants in marketing

Resources:	
Books	Robert Reeder, Edward G. Briety and Betty Reeder, Industrial Marketing – Analysis, Planning and Control – Prentice Hall of India
	Michael D. Hutt [Arizona State University],
	Krishna K. Havaladar, Industrial Marketing – Tata McGraw Hill
2 Referenc e Books	<ul style="list-style-type: none"> • Parkinson S. And Baker S., Organizational Buying Behaviour - • Purchasing and Marketing Management Implications
	Michael H. Morris - " Industrial and Organizational Marketing ", New York, Macmillian, 2 nd Ed.
	Zaltman G. and Bonoma T., Organisational Buying Behaviour
Journal s	Yoram P. Wind, Robert J. Thomas, (1980) "Conceptual and Methodological Issues in Organisational Buying Behaviour", European Journal of Marketing, Vol. 14 Iss: 5/6, pp.239 - 263
	4 Brian P. Brown, Alex R. Zablah, Danny N. Bellenger, Wesley J. Johnston, “When do B2B brands influence the decision making of organizational buyers? An examination of the relationship between purchase risk and brand sensitivity”, International Journal of Research in Marketing , Volume 28, Issue 3, September 2011, Pages 194–204

