



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2016-2017)

Programme Name: MMS / PGDM: MMS Marketing- IV Sem

Name of the Course: B2B Marketing

Maximum marks: 100

No. of Sessions: 15

Name of the Faculty: Kiran Paranjpe

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Weblink:

Learning Objectives:

1. To emphasize the importance of B2B Marketing as an alternate business activity of the Firm
 2. To familiarize the students with the important tools of analysis and decision making used in B2B Marketing
 3. To provide confidence to the students to examine the various applications of B2B Marketing
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Reference Books:

1. Business Marketing by Hutt and Speh



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Plan:

Session No	Topics to be covered	Books referred/ Recommended/ References- Print/Articles/ News/Research papers/ Online database/ Software /Simulations used	Learning outcomes	Evaluation of Students understanding by MCQs, Quiz, Short Test
1	Introduction to B2B Marketing	Ppt Slides , Internet resources, Reference Text and Case Study :Smucker Corporation	B2B and B2C comparision	Class Interaction, Short Questions about the past studies in Marketing
2	B2B environment and Sectors	Ppt Slides, Internet resources, reference text, Short Case Cisco India	B2B Goods and Services Classification	Class participation in Case discussion
3	Organizational Buying Process Commercial Firms	Ppt Slides, Internet resources, reference text, Case Study Industrial Supply sourcing	Buying Behavior of Organizations	Class participation in Case discussion
4	Organizational Buying Process Govts & Institutions	Ppt Slides , Internet resources, Reference Text and	Buying Behaviour and Influencers	Class participation in Case discussion
5	Strategic B2B Marketing, the model	Ppt Slides , Internet resources, Reference Text and mini cases	Analysing the B2B Market, Industry and Strategic aspects	Class participation in Case discussion
6	Demand Analysis	Ppt Slides , Internet resources, Reference Text and class room	Demand patterns	Class Exercises



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		exercise	encountered in B2B situations	
7	Managing Buyer Relationships	Ppt Slides , Internet resources, Reference Text and	Relationships with Suppliers and Customers	Class participation in Case discussion
8	Segmenting B2B Markets	Ppt Slides , Internet resources, Reference Text and Video on Segmentation	Macro and Micro bases of B2B Segmentation	Class participation in Case discussion
9	B2B Product Strategies	Ppt Slides , Internet resources, Reference Text and	Product /services and Solution development	Class participation in Case discussion
10	B2B Pricing and Promotional Strategies	Ppt Slides , Internet resources, Reference Text and	Cost and Price comparisons and importance in Pricing	Class participation in Case discussion
11	B2B Distribution	Ppt Slides , Internet resources, Reference Text and	Traditional and Electronic forms	Class participation in Case discussion
12	B2B Services strategies	Ppt Slides , Internet resources, Reference Text and	Service as a revenue generator	Class participation in Case discussion
13	B2B E commerce strategies	Ppt Slides , Internet resources, Reference Text and	E commerce	Class participation in



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			methodologies followed in B2B markets	Case discussion
14	Summing Up and Review of the Subject	Class room discussion based on short cases and covering of important concepts	Tying up important concepts and applications	Class participation in Case discussion
15	Student Presentations			

2. Practical Approach : Other activities (Atleast 4 distinct activities)

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play			
2	Industry Visit			
3	Academic Projects	Assignment of written reports on case discussions	Student understanding of key concepts	Text, Internet and practice quiz
4	Book Review			
5	Group Discussion	Case discussions	Student understanding of key concepts	
6	Business Quiz / Business News sharing			
7	Videos / Simulation	Video and discussions	Student understanding of	



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			key concepts	
8	Use of Softwares and Labs			
9	Any other activity			



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Class Test	20
Presentation	Student Ppt Presentations	20
Case Study	Assignments in lieu of Class tests	
Participation		
Others		

Signature of Faculty

Signature of the Co-ordinator