



Dr. V. N. Bedekar Institute of Management, Thane
Teaching Plan (MMS/PGDM)
Academic Year (2017-2018)

Programme Name: PGDM

Term: V

Name of the subject: B2B and Industrial Marketing

Maximum marks: 100

No. of Sessions: 10

Name of the Faculty: Prof Mahesh Bhanushali

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Weblink:

Learning Objectives:

To develop an understanding of key aspects of B2B Marketing and manage marketing programmes for B2B markets.

To understand Industrial marketing environment

To understand basics of B2B marketing

Reference Books:

Business to Business Marketing, Havaldar : IInd Edition, McGraw Hill

Industrial Marketing Robert, Reeder

Ingredient Branding, Kotler , Springer

Handbook on Industrial Marketing (Available in Library)



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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 Industrial Marketing Industrial Buying Process Material Requisition, Purchase requisition, Process of Tender Documentation. NIT	Online Activity of E-Tendering Process https://iocletenders.nic.in/nicgep/app	To understand the process of b2b & Industrial Purchase	Discussions and Quiz
2	Industrial Marketing Environment, Types of Customers, Types of buying situations, Key challenges – Managing commoditization of products, hybrid channels	Business to Business Marketing, Havaladar : IInd Edition, McGraw Hill	To understand Industrial marketing environment	Quiz
3	Segmentation of B2B –	Business to Business Marketing, Havaladar : IInd Edition, McGraw Hill	To understand	Discussions



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	Product/Applications matrix, Differences in customer strategy, Types of segmentation: Needs approach, Identifiable/Accessible approach,		segmentation parameters in B2B marketing	
4	Market selection: Horizontal vs vertical choice in the value chain. Product form, consequences of resource commitment by the firm across the value chain.	Business to Business Marketing, Havaladar : IInd Edition, McGraw Hill	To understand the consequences of investment decisions in identifying markets.	Discussions
5	Industrial Distribution and Channel Management	Activity of Designing Channel Evaluation Criteria and Actual documentation from Industry	To understand the Marketing Channel Evaluation and	Discussions



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			Distributor Control Mechanism	
6	B2B Product Decisions – Service augmentation, Product-Service bundling, Product/ Process innovation, Service innovation	Business to Business Marketing, Havaldar : IInd Edition, McGraw Hill	To understand strategies for value added products and services.	Discussions
7	Types of customer benefits in B2B markets: Tangible financial benefits, non-tangible financial benefits, tangible non-financial benefits, nontangible non-financial benefits, loyalty benefits, B2B branding – Ingredient branding	Business to Business Marketing, Havaldar : IInd Edition, McGraw Hill	To understand different types of customer benefits.	Discussions



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8	Key Account Management: Definition, Drivers – Rise of global customers, JIT. Selection of Key Accounts – Criteria, Analysis of buying process		To understand how to identify and manage key accounts.	
9	Negotiation in B2B Markets Understanding methods/types of payment conditions	Role Plays	To gain the negotiation skills	Discussions
10	Selling to Government Organization, Auction vs bidding case study.	Class Activity	To understand how to write tenders	Discussions



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

Sr. No.	Activity Name	Topic Coverd	Learning outcomes	Source
1	Role Play	Negotiations	Acquiring the negotiation skills	–
2	Group Discussion on Case study	<u>Distribution Management</u>	To understand the factors affecting industrial distribution.	<u>ICMR Case Studies</u>



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Evaluation:

I) Internal:

Component	Details	Marks
Class Test	Class Test last session	20 M
Presentation	Presentation on Negotiation skills (Role Play)	10 M
Participation	Attendance and Participation	10 M

Signature of Faculty

Signature of the Co-ordinator