

MKTG 411 – Business-to-Business Marketing

Course Syllabus

(Will become MKTG 411)

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CLASS RESOURCES*: <http://uwbs.blackboard.com/>
OFFICE HOURS: E-mail for appointment.
CLASS HOURS: MW 10:30-12:20 BLM 304

*This is the Blackboard website. If you cannot access the site, contact IT at bacshelp@u.washington.edu.

1. Course Materials:

Case Packet: Available for ordering from the University Readers website. Detailed instructions on how to order at: <http://www.universityreaders.com/students/instructions.php>. A copy of the reader will be put on reserve at the Foster Library.

University Readers will provide a **free** 20% PDF download for students to access immediately after they order. The download ensures you can get started reading right away while the order is being processed and shipped.

2. Course Overview and Objectives

Business-to-Business (B2B) Marketing encompasses those management activities that enable a supplier firm to understand, create, and deliver value to other businesses, governments, and/or institutional customers. In the context of these business markets, value is “the worth in monetary terms of the economic, technical, service, and social benefits a customer firm receives in exchange for the price it pays for a market offering.”

Specific objectives for this course are:

- Understanding of business markets and how they differ from consumer markets.
- Learn how to assess opportunities in business markets.
- How to make marketing decisions that lead a company to generate and deliver value to customers.
- Ability to design a customer-centric marketing approach that focuses on relationships as opposed to transactions.

- Construct market channel arrangements that combine elements of all channel partners to forge value-adding products and services.

3. Course Philosophy and Format

The class methodology comprises multiple different activities. We will have a few lectures (by the instructor and guest speakers), but also class exercises, case analysis and discussions, simulations, and one (possibly two) field trips to large Seattle companies, such as Boeing and Microsoft. The objective is to bring the fundamental concepts to life with plentiful practical examples.

At the beginning of every major topic there will be one session in which the major theoretical frameworks will be explored. These class sessions may involve lectures or the solution of homework problems that will have been previously assigned.

Students are responsible for reading the assigned texts. Although the fundamental frameworks will be presented in class, it is not the role of the instructor to repeat all the content available in the reading materials.

4. Evaluation

Your course grade will be determined by class participation and your performance on graded assignments according to the following table:

	Number of Points	
Individual Assignments (50%)	Participation	300
	Homework 1	200
Team Assignments (50%)	Homework 2	200
	B2B Plan (presentation)	150
	B2B Plan (written report)	150

Homework 1: Case Analysis

The first homework is an **individual** analysis of the **Abcor2000** case. I will provide you an Excel spreadsheet file that you can use to assist your calculations.

Homework 2: Software Simulation

The second homework is a **team** simulation exercise, that consists of running the **Managing Customers For Profits** simulation game (partly in-class, partly extra-class) and preparing a written report that answers a number of questions. Teams can be composed of 2-3 students.

Class Participation

Participation is a critical part of the class and is meant to reinforce the readings, cases, and projects. That being said, it is important to understand that frequent participation in class is not as important as the quality of participation. That is, you should strive to make effective use of discussion time in class, through thoughtful, timely, and constructive participation.

Be aware that the case studies we will analyze may have more than one “solution.” I expect you to come to class with *a point of view* that you are prepared to defend. In order to be prepared, I suggest that you sketch some notes and *do some calculations* to support your position.

In evaluating class participation, I will emphasize the quality of participation. In particular, I will try to assess how your contributions enhance both the *content* and *process* of a discussion:

- Do the comments add to our understanding?
- Are the comments timely and linked to the comments of others?
- Do the comments move the discussion along by giving a new perspective?

This class has the following conduct policies that significantly impact the Class Participation component of your grade:

- No tardiness.
- In order to help me learn your names and assure that you receive proper credit for your class participation, you should *bring your name cards with you* to each class session.
- The use of cell phones, Blackberries, PDAs, iPods, or other similar electronic devices is not allowed in class. Use of a laptop for note taking can only be used with my authorization.
- You may bring drinks into the classroom. Eating meals in the classroom is disruptive to the other students in the room. Although eating in class is not prohibited, please try to keep this to a minimum.

Final Project: Business Offering Plan

The final exam is a **team** Business Offering Plan. Teams can be composed of 2-3 students and you are advised to find a team immediately. The project requires that you select an actual organization engaged in business-to-business activities as “your company”. The organization can be large or small, profit or nonprofit, product or service oriented, public or private.

The guideline for this project is available from Blackboard. The first step in this assignment is to pick a project topic (the company and the product/service/solution). Your group may choose a project for a company that one (or more) of the group members works for, provided the project complies with the guidelines. If you cannot come up with a project topic, please see me as early as possible.

Deliverables:

1) Presentation:

Your team should present the Plan on the last day of classes. The presentation will be judged based on the following criteria:

- Quality of the presentation (creativity, persuasiveness, and excitement);
- Consistency of the plan (goals and strategic relevance);
- Likelihood of implementation of the ideas (feasibility, “bang for the buck”);

Presentations are limited to 15 minutes + 10 minutes for Q&A. As with any professional presentation, you should provide the audience with any materials you judge relevant for the success of your plan. Your group should provide me handouts (2 slides per page) at the beginning of the presentation. You should regard it as an excellent opportunity to improve or refine your presentation skills. Everyone should present and be responsible for handling questions.

2) Written Report:

The written portion of your final project should follow the guidelines posted on Blackboard. The complete plan is due on last day of classes for this course (your group may hand it in before the deadline, if wished). For teams interested in receiving feedback on their written projects, I will schedule meetings for an oral feedback once classes are finished.

5. Academic Integrity

Assignments must reflect your own work. In preparing for classes, you may have discussions with other people in the class. However, you cannot discuss the Homework 1 readings with other people.

Accessing the notes from other students in some other section of the course, present or past, from this or from another University, is a violation of academic integrity. Accessing any other kind of documentation on the case itself, from any other sources, is also a violation of academic integrity.

6. About the Professor

Fabio Caldieraro joined the faculty of University of Washington in 2008. Before that he taught MBA courses at Santa Clara University and Undergraduate courses at Northwestern University. He has a Ph.D. in Marketing from Kellogg School of Management, Northwestern University; an M.S. in Management from Federal University of Rio Grande do Sul, Brazil; and a B.S. in Computer Science from Pontifical Catholic University of Rio Grande do Sul, Brazil. Dr. Caldieraro worked ten years for Unisys Corporation in many different capacities, including Professional Services, Marketing, and Management Consulting, being responsible for a variety of projects in South America. His current academic research examines the interplay between distribution channels management and sales force management, and consumers' learning about brands' and products' reputations and attributes.

7. Outline

Specific topics for this course are as follows

Introduction, class format, work products
Understanding the nature of business markets

Building Customer Value Models
Case: Kunst 1600

Understanding Organizational Buying
Case: KONE
Business Marketing Strategy

Business Offering Plan Project

Managing Current and New Offerings
Case: Precise Software

Business Channel Management
Case: RCI Master Distributor

Business Customer Management
Case: WESCO

Business Marketing in Practice
Visiting Speaker
I
Negotiation in Business Markets
Case: Croon & OCE' (to be distributed in class)

Field Trip

Business Offering Plan Presentations

Course Summary and Evaluation