**INDUSTRIAL MARKETING**

**Course Overview**

This course is designed to provide the basic knowledge required to understand the essential components of B2B marketing including organizational, institutional, corporate and industrial markets’ behavior, dynamics, models and planning. The students will examine issues and concepts pertaining to industrial marketing including: the distribution strategies, corporate purchase decisions and organizational influences, institutional shopping trends and industrial motivational forces, role and contribution of word of mouth marketing and opinion leadership in enhancing corporate sales, role of logistics, supply chains, value chains, ware housing, documentation and packaging in business marketing, and international industrial marketing applications. Throughout, we explore the tools of industrial marketing with emphasis on customer’s and reseller’s behavior in diversified situations and circumstances with reference to CRM strategies.

**Course Objectives**

1. To familiarize students with the industrial marketing analysis, corporate purchase process and trends.
2. To provide students with tools to apply organizational principles in real life situations
3. To motivate students to develop and present creative marketing ideas via effective presentations

**Teaching Methodology**

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| --- | --- | --- |
| Case Studies | Group Discussions | Business Games |
| Research Projects | In-class Exercises | Team Presentations |
| Assignments | Unannounced quizzes | Class Participation |

**Allocation of Marks**

Mid Terms: 35 % (1 ½ hour exam) - Closed book, Individual

Finals: 40 % (2 hour exam) - Closed book, Individual & Comprehensive

Assignments: 20 % (2 Assignments), 10% each, Group Based

Quizzes: 5 % (2 quizzes, 2.5% each) 1 before mid terms and 1 after mid terms-Individual

**Reading Material**

Text: **Anderson J. & Narus J**., *“Business Marketing Management: Understanding, Creating and Delivering Value”*, Pearson 2016

References: 1) **Hutt M. & Thomas W**., *“Business Marketing Management”*, Thomson Southwestern 9th Ed.

**The Lecture Plan**

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| --- | --- | --- |
| **Lecture** |  **Topics to be Taught**  |  **Tasks to be Achieved** |
| 1 | * Introduction to the Industrial Marketing
 | **Teams Formulation** |
| 2 | * Definitions and basic Concepts of B2B Marketing
 |  |
| 3 | * Differences between B2C and B2B Marketing
 |  |
| 4 | * B2B Buying Process
 |  |
| 5 | * Industrial MKT. Demand & Categories
 |  |
| 6 | * Marketing Research for Strategic Industrial Marketing
 |  |
| 7 | * Organization’s Buying Centers
 |  |
| 8 | * Differentiation Strategies & Buying Behavior
 |  |
| 9 | * Competitive Tendering and Governmental Buying
 |  |
| 10. | * Maximizing the Customer Values
 |  |
| **11** | * **1st Assignment: Pakistani Film Industry**
 | **Groups Write up and Presentations** |
| **12** | * **1st Assignment: Pakistani Film Industry (Continue)**
 | **Groups Write up and Presentations** |
| 13 | * Industrial Marketing Mix Strategies: Introduction
 |  |
| **14** | * Pricing Strategies for Organizational Marketing
 | **QIUZ 1** |
| **15** | * **MID TERM EXAMINATIONS**
 |  |
| 16 | * Paper Show & Future Course Overview
 |  |
| 17 | * Channel Members and Conflict Management
 |  |
| 18 | * Business Intermediaries & Channels of Distribution
 |  |
| 19 | * Logistics for Industrial Marketing
 |  |
| 20 | * Industrial Marketing Promotional Mix Strategies
 |  |
| 21 | * Promotional Tools for B2B Marketing
 |  |
| **22** | * **2nd Assignment: Entrepreneurial B2B Business**
 | **Groups Write up and Presentations** |
| **23** | * **2nd Assignment: Entrepreneurial B2B Business (Continue)**
 | **Groups Write up and Presentations** |
| 24 | * Trade Shows
 |  |
| 25 | * International Industrial Marketing Strategies
 |  |
| 26 | * Export Management Strategies
 |  |
| 27 | * Import Management Strategies
 |  |
| **28** | * Advanced Topics in B2B Marketing
 | **QIUZ 2** |
| 29 | * Course Conclusions, Future Directions and Revision
 |  |
| **30** | * **THE FINAL EXAMINATIONS**
 |  |
| 31 | * The Paper Show
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