SYLLABUS: MKT 454.022, Monday evening 4:00-6:30pm; BU124
Spring Semester, 2012

Course: Marketing 454, Business-To- Business Marketing, 3 credit hours
Department of Management, Marketing, and International Business

Note: This syllabus is provided to you as a guide for the class content and expectations this semester. It is not a contract, and is subject to change as necessary.

Description: A comprehensive study of the nature and scope of industrial or business-to-business markets: product management, pricing, promotion, and distribution. Also covers assessing industrial marketing opportunities and industrial competitive strategies.

Prerequisite: Marketing 351 (Principles of Marketing)

Professor: Dr. Larry O'Neal

Office: 403K, McGee Business Building, office phone: 468-4103, e-mail address: loneal@sfasu.edu

Office Hours: Tentative: MW 10:30–11:30am, and MW 2:20-3:50pm, also, TR 10-11am, and TR 2-3:30pm, or by appointment

Course Accommodations: Students with disabilities--To obtain disability related accommodations, alternate formats, and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, Room 325, 468-3004/ 468-1004 (TDD) as early as possible in the semester. Once verified ODS will notify the course instructor and outline the accommodation and /or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

Course Objectives: We will study industrial or business to business marketing concepts and strategy involved in the planning, conception, promotion, distribution and sale of products from one business firm or organization to another.
Generic objectives include:
– identify the industrial, marketing, and business terms and concepts that are significant within the field of industrial marketing or business-to-business marketing, to be measured by performance on examinations.

– understand the ideas and reasoning that underlie these concepts, to be measured by performance on examinations.
– understand the relationships of these concepts to each other and their relationship to marketing and/or business principles and practices, to be measured by performance on examinations.
– demonstrate how to apply and use these concepts in marketing and/or business situations, to be measured by performance on examinations.
– demonstrate preparation for entry into a career in industrial marketing, to be measured by overall performance in meeting the course's requirements.

Text: Hutt, M. D. and Speh, T. W. (2010) Business Marketing Management, 10th edition, Mason, OH: South-Western, and ISBN# 978-0-324-58167-6

Attendance: You are to attend all class meetings in accordance with he policies of the University. Attendance at all scheduled exams is mandatory. Regular attendance is expected for all classes, and arrive on time or before class begins.

Participation & Professionalism: Many former SFA students are very successful business professionals: CEOs, business owners, corporate vice presidents, managers, etc. After graduation you will expect your business associates to be professional and participate appropriately in business activities you will be involved in. In this class ten percent of your grade will consist of attendance, participation in class discussions, answering questions in class, and being professional.

Evaluation: Your final grade will be based on your scores for major exams, a term project, case studies, and class participation:

Exams (2 or 3, if you take optional final)	(all equal weight)
Term Project (2 written reports)	(all the above = 900 points
Class Participation	= 100 points
	Total= 1,000 points

Final Grade: Your final grade will be determined strictly on this basis:
A = 89.50% to 100% of perfect total score
B = 79.50% to 89.49% of perfect total score
C = 69.50% to 79.49% of perfect total score
D = 59.50% to 69.49% of perfect total score
F = below 59.50% of perfect total score

Curve Policy: If the average on an Exam falls below 75% then all raw scores will be raised so the class average will become 75%. For example, if the raw score class average is 67%, then 8 points would be added to each individual raw score (in that particular situation).

Exam Style: All regular exams will be objective, consisting of multiple choice, or short answer essay questions. The only exception will be the special make-up exam, which may be essay or objective in format (at the instructor's discretion).

Academic Misconduct: This class will follow official University Policy with regards to academic misconduct. For example, cheating on exams, or turning in papers that are not your own work, will not be tolerated.

Final Exam: The final exam will be over the last 1/3 of class material. Your Final Exam will be given at the scheduled time during Final Exam week.

Make-Up Exam: A make-up exam will be given only when the student can show proof of an absence from the scheduled exam that can be excused under University Policy. If a student misses a regular exam and has an excused absence, one special make-up exam will be given just before the end of the semester.

CASE STUDY ANALYSIS

All cases should be analyzed using the following Standard Case Study Method, which is also called the Harvard Case Study Method:

1. Situation and relevant facts - This step is often omitted in Harvard Case Method. For example: What are the objectives of the organization involved? Identify any restrictions. State at least four or five relevant or important facts. Also, briefly describe the current situation the firm is involved in. This step is the briefest (shortest) step in the Harvard Case Method.

2. Problem Definition - The problem is best explained as the gap between the actual state of affairs and the desired state affairs. In other words, the problem is not poor net profits, the problem is the gap between current net profit and the desired net profit. The problem is often best stated as a question, for example: How do I close the gap between the current 1% net

profit margin and the desired 4% net profit margin? For this reason, this step is sometimes called "gap analysis." The solution you select is step 4 should answer the problem stated in step 2.

3. Alternatives - For example: State at least four or five possible alternative plans or solutions that will help the firm solve its problem(s). You may have short range and long range alternative courses of action. In the business world there is always more than one way to solve a problem. Financial considerations often dictate several different possible alternatives. One or more of the alternatives listed in step 3 will become your solution in step 4.

4. Solution- (YOUR RECOMMENDATION) First, give your solution(s), then give factual justification and/or logical reasoning in support of your recommended solution(s). State why your solution is effective or efficient.

5. Implementing the Solution - Implementation and evaluation of solution - how do you plan to actually solve the problem? (give details in you explanation of your solution). For example, you may have a short term and long term solution. Are the desired and actual solution now the same? How will you evaluate progress over time toward reaching the desired solution?

Homework case studies should be neatly typed, double spaced, unless done in class, then they should be neatly handwritten, and should not exceed two pages in length. These cases will be taken from your textbook. Written case studies may be assigned as homework, to be returned by the next class, or may be assigned in class, to be completed by the end of class.

Term Project (Marketing Plan)

Your Term Project will consist of two written reports. Students will be required to form teams of 2 or 3 people in order to work together and turn in two separate written group reports that are briefly explained below. Your final report will be a formal marketing plan for an actual major corporation, using Dr. Philip Kotler's marketing plan method. Your Marketing plan will be your creation of a plan for your firms marketing activities for next year (in **2013**). Handouts will be given to assist you with each written report. For example, what do you plan to do next year to increase your firms sales (in **2013**). Late assignments will be penalized. Peer evaluations are required in this class and may affect your grade.

(Continued on next page)

Grading the Term Project:

50% = Introduction to Marketing Plan: Due by Mon.**, Mar. 5**. A 5-7 page (depending on the size of your team) brief report (type-written, double spaced) with at least 6 sources cited in your report and in your Bibliography. At least some of your sources (such as current periodical articles from magazines, or books) must not have been originally published on the web. Turn in a brief analysis of Step 2, Situation, in KOTLER'S marketing plan method. Also, place a downloaded copy of your company's financial highlights (total sales, total expenses, net profit) in the back of your introduction. Also, save this, you are required to turn in your graded Introduction with your final report.

You are required to create at least two tables or charts: 1) a Basic Income Statement for the last 5 years for your firm, 2) a Basic Income Statement for the last 5 years for a key competitor. A brief explanation, in your own words, is required for each table, chart, or figure in your report. All tables, figures, or charts will be single spaced, with a title at the top, and a source listed.

50% = Final Report of Marketing Plan: **(For the Year 2013**). Due by Mon**., Apr. 23.** A more detailed report anywhere from 12 to 20 pages (double spaced) in length. The final project will be a detailed marketing plan analysis covering all 8 steps of KOTLER'S Marketing Plan method. The content of your final written report will be the most important factor in determining your grade. It will be graded based on: 1) overall appearance, organization, grammar, spelling, etc., 2) Quality and detail of marketing plan, including completion of all eight steps of KOTLER'S Marketing Plan method. 3) You must have at least 10 sources, and at least some sources not originally published on the web, (for example articles from magazines or books) must be cited in your report and listed in your bibliography. 4) A bibliography page with at least 10 complete sources cited. 5) A copy of at least one current periodical article about the company for each student on your team must be placed in your appendix at the end of your report. Peer evaluations must be completed.

At least three tables or charts are required: 1) a Basic Income Statement for the last 5 years for your firm, 2) a Basic Income Statement for the last 5 years for a key competitor. 3) Projected Basic Income Statement for **2013** for your firm. Next, explain how you arrived at these projections for **2013**, using factual support, past trends, your projected future state of the economy, and include your marketing plans projected methods to achieve your goals for **2013**, etc. For example, are you planning to develop new products, new promotional campaigns, etc., to help you reach your projected goals. An explanation in your own words is required for each table, chart, or figure in your report. All tables, figures, or charts will be single spaced, with a title at the top, and a source listed at the top or bottom.

Rusche College of Business
Syllabus Addendum

Program Learning Outcomes:

Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://cobweb.sfasu.edu/plo.html.

General Student Policies:

Academic Integrity (*A-9.1*)

Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

Definition of Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Please read the complete policy at http://www.sfasu.edu/policies/academic_integrity.asp.

Withheld Grades *Semester Grades Policy (A-54)*

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Students with Disabilities

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Acceptable Student Behavior

Classroom behavior should not interfere with the instructor's ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic, or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

Tentative Schedule of Classes, MKT 454, B2B, Spring Semester, 2012
Monday Night class, 4-6:30pm

WEEK	**DATES**	**CHAPTER/ASSIGNMENTS**
1	Jan.18	(No class, classes start on a Wednesday)
2	Jan. 23 (1st Class)	Ch. 1 & 2, Introduction to B2B
3	Jan. 30	Ch. 1 & 2, Introduction to B2B
4	Feb. 6	Ch. 3, Organizational Buying Behavior.
	Monday, Feb. 6, Teams set, Term Projects assigned*	
5	Feb. 13	Ch. 4, Customer Relationship Management
6	Feb. 20	Ch. 5, Segmentation & Review for Exam
7	**Feb. 27**	**First Exam (Ch. 1-5)***
8	Mar. 5	Ch. 8 & 9, Business Products & Innovation
	Monday, Mar. 5, Introduction to Term Project due*	
9	Mar. 12-17	Spring Break Week, no classes
10	Mar.19	Ch.8 & 9, Business Products & Innovation
11	Mar. 26	Ch. 11, Business Marketing Channels
12	Apr. 2	Ch. 15, Business Advertising & Promotion
13	Apr. 9	Ch. 16, Personal Selling & Review for Exam
14	**Apr. 16**	**Second Exam (Ch.8, 9, 11, 15 & 16)***
15	**Apr. 23**	**Final Term Project due***
16	Apr. 30	Return Term Project with grade Review Ch. 6 & 17 for Final Exam
17	**May 7**	**Final Exam (Ch. 6 & 17)***
	FINAL EXAM TIME: Monday, May 7, 4- 6pm	

Sign and Return the Following Certification

I certify that I have received a copy of the Course Syllabus for MKT 454, Section 022,

(Monday 4- 6:30 pm) for the Spring Semester, 2012. I have read and understand all of the Course Syllabus, and I further certify that I have met the prerequisites as listed in the Course Syllabus.

Signature:_____Date:_____

Printed Name: _____

Email address:_____ Phone:_____

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