

MKT 571.01W: Business to Business (B2B) Marketing Spring 2015 (Web Only)

CLASSROOM: Virtual

MEETING TIMES: Virtual

NOTE ABOUT TIMES: All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX) times.

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REQUIRED TEXTBOOK(S):

The following is required text for MKT 571-01W. Any additional readings will be uploaded under the "Doc Sharing" tab of ecollege or e-mailed to your Texas A&M-Commerce e-mail account.

REQUIRED: Vitale, Giglierano, & Pfoerstch, *Business to Business Marketing: Analysis and Practice*, Pearson/Prentice-Hall, Upper Saddle River, NJ, 2011. ISBN 0-13-605828-0;
Myers, Chris A., *The Marketing Plan Companion: Analysis and Cases*, Kendall Hunt Publishing 2013, [978-1-4652-4057-6]

ACADEMIC HONESTY POLICY:

Academic honesty is the foundation of the university community. Cheating, plagiarism, or other acts of academic dishonesty compromise the integrity of the academic process and community and are subject to disciplinary action. For this class, plagiarism will result in automatic failure (final course grade of F).

An academic honesty policy has been posted under the Doc Sharing tab. You should read this document, initial it, and submit it to me via its corresponding Dropbox.

SYLLABUS SUBJECT TO CHANGE STATEMENT:

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will so inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

COURSE DESCRIPTION & COURSE OBJECTIVES:

This course is a study of the core concepts of marketing as applied to Business to Business (B2B) activity. Upon completion of the course students should be able to:

- 1) Demonstrate an understanding of the basic principles of B2B marketing;
- 2) Demonstrate an understanding of the broad concepts of working with and marketing for business to business companies;
- 3) Demonstrate the uses of the marketing mix elements in a B2B corporate strategy; and
- 4) Demonstrate critical thinking skills through the completion of the marketing plan class project.

COURSE FORMAT:

This course is scheduled for online delivery. I have created a course shell in eCollege and you will find relevant course materials in this location. Also, you will submit your class assignments through the eCollege location and your grades will be recorded for you in the course grade book. We will also utilize the Discussion Board feature of eCollege. In addition, I will be hosting a weekly Class Chat session where we will discuss course materials and answer questions you may have regarding the assignments, materials, etc. This chat session will be conducted using Adobe Connect and I will provide you the information necessary for you to enter into the weekly chat sessions. The Chat sessions will be recorded and a link to each session recording will be provided. It is expected that each of you either attend the class session or review the session recording each week. Each student will also be assigned to a team for completion of a team semester project.

COURSE POLICIES AND PROCEDURES:

Students are required to meet the expectations listed below.

- **Professional Behavior:** It is important that you maintain a professional demeanor at all times, including during “electronic communication”. Texas A&M-Commerce expects this from you, as do future employers. Since so much communication in today’s workplace is “electronic”, this course will be a good place to practice interacting in a manner appropriate to a professional setting. In particular, take special care when posting and responding to discussion board questions.
- **Regular and Timely Attendance:** You are expected to log onto ecollege regularly.

Assignments:

1. Submitted assignments must be correctly formatted and free of grammatical and stylistic errors. Students in MKT 571 should have at least some skill with software for word processing, spreadsheets, databases, graphics, and presentations, and with web browsers and search engines. Spelling and grammatical errors will detract from your grade!

2. Assignments must be submitted on time.

Assignments are due at the **date** and **time** listed. Start working on each assignment as soon as you possibly can and make sure that you have the general and case assignments submitted by the specified due dates. I have included a course schedule that includes the assignments and due dates. You **MUST** turn in all assignments including the discussion board **ON TIME**. You will have until **8:00 AM CST** to submit the work that is listed in the far right, Work Due column of the course schedule provided at the end of this syllabus. I **do not accept** late assignments unless you have a university excused absence.

3. Assignments must be complete. You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don’t turn in work that is only “half-finished”.

4. Please submit assignments in a format that is compatible with Microsoft Office 2007 or 2010.

- **Back-ups are required:** You are required to back up all your assignments on a disk that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.
- **Communication:** Please communicate with me by using my e-mail: leslie.toombs@tamuc.edu You are also welcome to make a virtual appointment if you would like to chat directly with me.
- The subject of your e-mail **should be ‘Marketing 571.’** Students must routinely check e-mail sent to his or her Texas A&M-Commerce account. This is my primary mechanism for communicating to the class. I will respond to your e-mail within 24 hours Monday through Friday. During the weekend I will respond to your e-mail within 48 hours.
- **APA format:** All the assignment should be turned in APA format. For details review "Research Tutorial" on the course home page.

Make-up Exam Will Only Be Given If You Obtain University Approved Documentation for Your Excuse.

Changes to Schedule: While I plan to stick to the class schedule, there might be occasions to modify the schedule. In these cases, all changes will be announced via eCollege and e-mail. It is your responsibility to become aware of any such changes.

GRADING POLICY:

Component	Type	Value
Student Bio	Individual	5 points
Academic Honesty Policy	Individual	5 points
Discussion Posts (2@ 250 points each)	Individual	50 points
B2B Concept Assignments (5 @ 20 points each)	Individual	100 points
B2B Case Analysis	Individual	100 points
Team Project and Peer Evaluation	Team	200 points
Total Points Possible		460 points

The assignment of letter grades will follow TAMUC policy. There will be no curve. A 79.9 average equals a "C". Your final course grade will be determined by dividing your total points earned by the total points possible for the course.

Incomplete – Will not be assigned in this course.

Withdrawal - Must be initiated by the student administratively.

ASSIGNMENT DESCRIPTION:

CASES:

You will be required to analyze a case (the complete instructions will be included in the doc sharing area of your course. This case analysis is worth 100 points. You will prepare written analyses based on application of B2B marketing concepts. The required analysis elements are included in the Case Scoring Rubric which will also be included in the doc sharing area of your course.

TEAM FINAL PROJECT PLAN:

The team will consist of 5-6 members and will be assigned by the faculty member.

This is the comprehensive assessment for the semester. Each group will develop a marketing plan for a B2B organization, existing or planned profit oriented or non-profit business. The marketing plan should cover all aspects of marketing as it relates to the business, i.e. products, services, packaging, brand name, target market, promotion, price, channels, etc., and, of course, the marketing mix for the product line(s) of the business. The project should be 15-20 pages in length including title page, table of contents,

references, nor appendices. The proper format will be provided. Look for detailed instructions under 'doc sharing' tab. Since this assignment is a group assignment, for the ease of communication I will form discussion board for each group on the course home page to communicate with group members virtually and post your work there. This will be an informal discussion between the group members to discuss their work. It's a virtual platform to communicate with your group members. It's not a part of your gradebook. Also, I will schedule a 30 minute chat session, if needed, with each group to review the group's progress on marketing plan.

DISCUSSION BOARD:

I will post topics and ask you to post responses to related questions. I will be very engaged in your course discussion and you are expected to be as engaged as well. A scoring rubric used to grade the Discussion Board Assignments is posted in the Doc Sharing area of your course. Be sure to review the specific requirements shown on this scoring rubric!. The key to a quality post is that it provides clear analysis and insight into the topic or insight into the topic or questions. Each student is required to make thoughtful posts as well as replies to other students' posts for the assigned chapter(s). The discussion board will count for the class participation component of your grade. As a general guideline, your grade on this portion will be a function of the quality, quantity and consistency of your posts and replies on the board.

CLASS ATTENDANCE & PARTICIPATION:

Attendance and participation is critical to successful course completion. You should log into eCollege regularly, as well as check your course e-mail on a regular basis.

ADDITIONAL READINGS:

I strongly encourage students to read Wall Street Journal's Market Place and Business Week to substantiate the case analysis by citing examples from these sources. It would not only help to provide better case analysis but at the same time it would help students to be current in terms of different and current market strategies used by the corporations.

Note on Time Zone:

The ecollege new platform is now using CST as the default for opening and closing times/dates/deadlines.

COURSE SCHEDULE: (CST): A complete detailed course schedule will be available in the doc sharing area of your course.

SPECIAL NEEDS/REASONABLE ACCOMODATIONS:

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

**Office of Student Disability Resources and Services
Texas A&M University-Commerce
Gee Library**

Room 132
Phone (903) 886-5150 or (903) 886-5835
Fax (903) 468-8148
StudentDisabilityServices@tamu-commerce.edu

Tenets of Common Behavior Statement: All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment (See current Student Handbook)

MKT 571 Case Analysis Rubric

	Far Exceeds Standards	Exceeds Standards	Meets Standards	Fails to Meet Standards
<p>Identification of Critical Marketing Issues (10%) – 1 maximum Although cases may discuss many marketing issues, there are generally 3 to 5 critical issues (it may vary depending upon the case) that if addressed properly would eliminate, or minimize the impact of, the majority of the problems.</p>	<p>Identifies 5 of the most critical issues with citations from business week/WSJ/scholarly articles which substantiate the rationale statements as to why each issue was included.</p> <p style="text-align: center;">(5)</p>	<p>Identifies 3 or 4 of the most critical issues with rationale statements as to why each issue was included. Includes citations from business week/WSJ/scholarly journal articles.</p> <p style="text-align: center;">(4)</p>	<p>Identifies 2 to 4 critical issues with some indication of rationale as to why each issue was included. Includes citations from business week/WSJ/scholarly journal articles.</p> <p style="text-align: center;">(3.5)</p>	<p>Identifies 2 or fewer of the most critical issues and/or provides little or no rationale as to why each issue was included. Few (if any) citations from business week/WSJ/scholarly journal articles.</p> <p style="text-align: center;">(3)</p>
<p>Literature Review of the marketing issues identified as critical (30%) – 2 page minimum Students will review business week/WSJ/scholarly articles journal literature in the ABI Inform and Business Source Complete electronic periodical databases in order to analyze identified issues and make suggestions.</p>	<p>Provides a complete review of business week/WSJ/scholarly articles scholarly journal literature (including four or more seminal articles) to support the knowledge associated with each identified issue.</p> <p style="text-align: center;">(15)</p>	<p>Provides a business week/WSJ/scholarly articles substantial review of scholarly journal literature (including at least three seminal articles) to support the knowledge associated with each identified issue.</p> <p style="text-align: center;">(12)</p>	<p>Provides a substantial review of the business week/WSJ/scholarly journal articles literature (with at least three journal articles) to support the knowledge associated with each identified marketing issue.</p> <p style="text-align: center;">(10.5)</p>	<p>Provides an incomplete review of business week/WSJ/scholarly the journal literature (2 articles or less) and/or fails to support the knowledge associated with each identified marketing issue.</p> <p style="text-align: center;">(9)</p>
<p>Evaluation of Alternatives (20%) There will often be competing ideas and guidance within the journal literature. Students must identify</p>	<p>Identifies and evaluates at least 3 alternatives for each marketing issue, providing for each strengths and limitations with</p>	<p>Identifies and evaluates at least 3 alternatives for each marketing issue, providing for each strengths and limitations with convincing and</p>	<p>Identifies and evaluates at least 2 alternatives for each marketing issue, providing for each strengths and limitations with convincing and</p>	<p>Fails to identify and evaluate a comprehensive set of alternatives (at least 2) for each marketing issue and/or fails to provide for each</p>

(and evaluate the strengths and limitations of) various possible actions before offering recommendations.	convincing and supported (at least 3 business week/WSJ/ scholarly journal articles) arguments. (10)	supported (at least 2 scholarly journal articles) arguments. (8)	supported (at least 1 scholarly journal article) arguments. (7)	the strengths and limitations with convincing and supported arguments. (6)
Support of Recommendations (30%) Students must develop the most effective and feasible combination of alternatives to address the marketing issues identified, researched, and evaluated.	Articulates and persuasively defends effective and feasible recommendations that address the identified issues. (15)	Articulates and effectively defends effective and feasible recommendations that address the identified issues. (12)	Lists and largely defends effective and feasible recommendations that address most of the identified marketing issues. (10.5)	Fails to list and/or defend effective and feasible recommendations that address most of the identified marketing issues. (9)
References (10%) Students must offer a complete reference list of all works cited within their analysis (APA style).	Student provides a complete APA style references list with all in-text cited articles listed in the references (10 >). (5)	Student provides a complete APA style references list with all in-text cited articles listed in the references (8-9). (4)	Student provides a mostly complete APA style references list with all in-text cited articles listed in the references (6-7). (3.5)	Student fails to provide at least 5 references or fails to do so in APA style. (3)

MKT 571- B2B TEAM MARKETING PLAN RUBRIC

Topics	Far Exceeds Standards	Exceeds Standards	Below Standards
<p>Executive Summary</p> <p>Introduce the reader to the chosen company and give highlights of the Marketing Plan. Will cover the company overview, management team summary, market opportunity overview, financial overview and conclusion</p>	<p>Includes all the essential material in this section. Any additional material is in an appendix.</p> <p align="center">(10)</p>	<p>Includes essential material in this section. Any additional material is in an appendix. Concise information yet through.</p> <p align="center">(8)</p>	<p>Essential materials not included. If any contents are missing under executive summary section</p> <p align="center">(7)</p>
<p>Situation Analysis</p> <p>Market Analysis – name of business, mission statement, brief description of products and services;</p> <p>Target Market (Customer Analysis)- Identify organization's final customers in terms of geographic, demographic, social, psychological and behavioral dimensions; Identify organizational customers in terms of market structure, buying situation, and major buying influences;</p> <p>Segment the target market based on similar needs, wants and characteristics;</p> <p>Select the market segment(s) to target;</p> <p>Describe your positioning strategy and create your positioning statement; Describe the consumer buying process and buying behavior(s) as it pertains to products.</p> <p>SWOT Analysis – identify strengths, weaknesses, opportunities and threats and discuss their implications for the Company.</p> <p>Competitor Analysis- Identify primary and secondary competitors,</p>	<p>Analyzes organization's strategic group(s), critical success factors for industry, & Discusses & provides an in-depth analysis for industry & organization-</p> <p>Lists and briefly discusses industry (ies) in which organization competes & its competitors; Demonstrates knowledge of, & capability to apply, theories and tools in the analysis of Macro-Environment (e.g., Political, Economic, Social, and Technological forces). Also identifies the threats and opportunities facing the organization.</p> <p>Be creative in naming each segment. Each segment's profile should be unique (different from each other).</p> <p align="center">(40)</p>	<p>Meets basic criteria for this Outline Item. Fails to demonstrate knowledge of, or ability to use, theories & tools needed to analyze Macro-Environment. May not identify some threats and/or opportunities facing the organization.</p> <p>Lists and briefly discusses industry (ies) in which organization competes & its competitors.</p> <p align="center">(32)</p>	<p>Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of theories needed to address most of the requirements.</p> <p>Fails to address industry (ies) in which organization competes and/or its competition. 0 to 1 point.</p> <p align="center">(28)</p>

give brief descriptions and categorize according to level of competition. Provide a detailed analysis for each of the primary competitors (all 4 P's)

Analysis of Macro-Environment- demographic, economic, natural, technological, political and cultural

Objectives

Detail at least 3-5 specific marketing objectives you believe this company should strive to achieve over the next year, 3 years and 5 years.

Provide specific justification for each objective (HINT: these objectives should connect with situation analysis).

Provides 3-5 objectives based on Product or market expansion through market penetration, market development, product development or diversification, downsizing or partner relationship management with proper reasoning and detail. Based on SMART-Specific, Measurable, Attainable, Relevant/Realistic, Timed

Provides justification for your decisions. Supported with most current research from Business Week/WSJ/Scholarly journals.

(20)

Provides 2-3 objectives based on Product or market expansion through market penetration, market development, product development or diversification, downsizing or partner relationship management with proper reasoning and detail. Objectives are SMART.

Fair use of research to justify your decisions and supported with research.

(16)

Fails to provide proper justification and detail for the marketing objectives. Fails to follow SMART criteria. Doesn't support with good and current research. Great deal of information is not clearly connected.

(14)

Marketing Mix

Products/Service Analysis

Strategies- Identify key products; describe how product meets customers' needs; value proposition;

Pricing Strategies- Overview the company and product/service costs that must be considered for "break-even" calculations; Estimate demand for your offering based on your pricing objective; Identify the pricing strategies that are most appropriate for the company; Detail the price change tactics to be used by the company/organization.

Place/Distribution Strategies-

Describe the channels of distribution used by the company to distribute its

Demonstrates knowledge and capability to apply marketing concepts and tools in the analysis of the marketing mix to achieve competitive advantage based on cost competitive advantage, product differentiation strategies or niche strategies.

Provides sufficient rationale for all the recommendations and strategies. Discussed unique strategies to change the marketing mix to position the product to the customers to achieve sustainable competitive advantage in the market. In-depth information is generated to address the topic.

Clearly identify the basis for your suggestions and how you feel it would help the organization.

Provides justification for your decisions. Supported with most current research from Business Week/WSJ/Scholarly journals.

Meets basic criteria for this Outline Item. Satisfactorily demonstrate knowledge of, or ability to use, concepts & tools needed to analyze marketing mix strategy.

Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of concepts needed to address most of the requirements. Great deal of information is not clearly connected.

Failed to provide the quarterly sales forecasts for at least one year.

The information is loosely presented; lacks clear transitions;

Doesn't support with good and current research.

<p>products based on the geographic area; If your business has a physical retail store location that serves as a touch point for customers, describe your physical location and how it fits with your overall marketing strategy (services, products, price, etc.)</p> <p>Promotion Strategies- Detail the promotional mix used to communicate with current and potential customers.</p> <p>Identify and explain the company's main advertising objectives. Evaluate the organization's strategies.</p> <p>What changes or suggestions would you propose for this company with regard to their marketing mix?</p>	<p>(40)</p>	<p>(32)</p>	<p>(28)</p>
<p>Information Sources</p> <p>Develop controls for the implementation; the sources of information; responsibility for the research; forecasting methodology; measuring and benchmarking the activities.</p>	<p>Demonstrates knowledge and capability to apply concepts and marketing strategies in the analysis of the marketing plan in terms of its mission, vision, core values, marketing objectives, operating guidelines, and core competencies. (10)</p>	<p>Meets basic criteria for this Outline Item. Fails to demonstrate knowledge of, and/or capability to apply, concepts & marketing strategies and/or fails to compare it with competitors and standards. (8)</p>	<p>Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply, concepts & strategies needed to address most of the requirements. (7)</p>
<p>Budget/Controls</p> <p>Revenue/Expenses</p> <p>Starting capital; Budget/cash flow for purchases & vendor list; Break-even analysis; Projected income & profit; Overall financial concerns.</p>	<p>Forecast follows market size/potential in target market section; Realistic and with good, quantitative rationale. Actual price to distributors and consumers with good rationale; Costs and profits reasonable and Well-justified. Develop quarterly sales forecasts for the next three years and provide supportive narrative that details how you arrived at your forecasts. (This narrative should be consistent with material in pricing section). Develop pro forma income statements for the next two years. Provide narrative detailing how you arrived at the figures; Well presented with graphs with tables. Justified Solutions with research.</p> <p>(40)</p>	<p>Meets the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply, theories needed to address some of the requirements.</p> <p>Develop quarterly sales forecasts for the next two years and provide supportive narrative that details how you arrived at your forecasts. (This narrative should be consistent with material in pricing sections); Develop pro forma income statements for the next one year. Provide narrative detailing how you arrived at the Figures;</p> <p>(32)</p>	<p>Meets some of the basic criteria for this Outline Item, but fails to demonstrate knowledge of theories needed to address most of the requirements. Failed to provide the quarterly sales forecasts for at least one year; The information is loosely presented; lacks clear transitions; Doesn't support with good and current research.</p> <p>(28)</p>

<p>Contingencies</p> <p>Internal risks; External risks; How risks will be avoided; Actions when risks occur</p>	<p>Analyzes current & previous position of the organization or product in the market; initiatives & standards & impact; Strategies and their alignment. (10)</p>	<p>Meets the basic criteria for this Outline Item, but fails to demonstrate knowledge of, or capability to apply strategies needed to address some of the requirements. (8)</p>	<p>Meets some basic criteria for this Outline Item. Fails to demonstrate knowledge needed to address most of the requirements. (7)</p>
<p>Implementation</p> <p>Establish milestones to be achieved; Resources to bring in new talent and/or outsource some of the responsibility for implementation;</p>	<p>Prepare a timeline with phases of marketing plan and people to achieve each milestone; Appropriate measures for plan objective and strategy achievement. (10)</p>	<p>Meets basic criteria. Fails to demonstrate knowledge of, or ability to apply, theories needed to address requirements. (8)</p>	<p>Fails to demonstrate knowledge of, & ability to apply, theories needed for most requirements. (7)</p>
<p>Conclusion</p>	<p>Addresses expected results & organization's potential for future success. (10)</p>	<p>Meets basic criteria for Outline Item. Fails to address some requirements. (8)</p>	<p>Fails to address most of the Item Requirements (7)</p>
<p>Overall professionalism & Peer Evaluations Integration of literature and rationale.</p>	<p>Professional appearance; Coherence and partnership in the group members. Followed APA. (10)</p>	<p>Meets basic criteria for Outline Item. Fails to address some requirements. (8)</p>	<p>Fails to address most of the Item Requirements. (7)</p>

Pts.	Preparation	Content	Process	Frequency
25	Demonstrates clear understanding of the marketing concepts involved in the discussion question; Provide relevant examples from Corporate world to establish a connection between practice and theory; Provides support for comments with WSJ and Book; Free of grammatical or stylistic errors.	Comments significantly add to the learning process; demonstrates higher level of critical thinking-analysis, synthesis& evaluation.	Able to connect theory with real-life experiences; Supporting and encouraging to other class members; comments are focused and concise.	Contributes actively in the discussion board.
20	Demonstrates fair understanding of the marketing concepts involved in the discussion question; Provide few examples from Corporate world to establish a connection between practice and theory; Provides support for comments with WSJ and/or Book; Few grammatical or stylistic errors.	Comments add to the learning process; demonstrates moderate level of critical thinking-analysis, synthesis& evaluation.	Able to connect with real-life situations but lack depth and/or detail.	Post comments for required postings. Some not in time for others to read and respond.
18	Demonstrates few, if any new ideas or connections; Rehash or summarize others postings; Provides support from WSJ/Book; Several grammatical or stylistic errors.	Generally competent; information is average doesn't add to the continuous learning process; grammatical or stylistic errors interfere with the content.	Limited, if any connections with practice or real-life; vague generalities	Most of the last minute without allowing for response time.
15	Demonstrates little or no awareness of key concepts required in the discussion question; Provides no support from WSJ and Book; Obvious grammatical or stylistic errors.	No new ideas are presented; Usually have "I agree with..." statement; makes understanding impossible.	No connections are generated between theory and real-life experiences; comments are off topic	Some or all required postings are missing.

MKT 571- Discussion Board Grading Rubric

Scoring Key: A ≥ 22-25

B ≥ 20

C ≥ 18

D < 15