1. COURSE OBJECTIVE
The aim of this course is to introduce you to the exciting and rewarding field of Business-to-Business marketing. It will give you an understanding of the fundamental principles and practices of “B-2-B” marketing, and their application by businesses. The factors that distinguish “B-2-B” marketing from consumer marketing will be discussed. The course presents a managerial rather than a descriptive treatment of “B-2-B” marketing. This course will deepen your knowledge of the competitive realities of the global marketplace, customer relationship management, cross-functional decision-making processes, supply chain management, e-commerce, and related areas of business.

2. PRESCRIBED TEXTBOOK

3. COURSE FORMAT
The course will consist of three integrated components. The first will consist of lectures and class discussions on key B-2-B marketing topics. The second component will be in-class case study presentations. The case study presentations will be presented by teams of students, and each team will present ONE case study. The third component will consist of two mid term exams, and one final exam, on the dates shown in the work schedule below.

4. ASSIGNMENTS
The work schedule that follows details the topics to be discussed in the session indicated, the essential reading assignment, and the case to be presented at each meeting. You are expected to have read the chapter(s) of the textbook prescribed, and analyzed the case study PRIOR to each meeting. You are therefore urged to keep up with the reading, since there is a lot of material to be covered in a limited amount of time.
5. WORK SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Reading</th>
<th>Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 24</td>
<td>A Business Marketing Perspective</td>
<td>Ch. 1</td>
<td>—</td>
</tr>
<tr>
<td>Aug 31</td>
<td>Organizational Buyer Behavior</td>
<td>Ch. 2</td>
<td></td>
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<tr>
<td>Sep  7</td>
<td>LABOR DAY — CAMPUS CLOSED</td>
<td>—</td>
<td>—</td>
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<tr>
<td>Sep 14</td>
<td>Customer Relationship Management</td>
<td>Ch. 3</td>
<td>Sealed Air</td>
</tr>
<tr>
<td>Sep 21</td>
<td>Segmenting the Business Market</td>
<td>Ch. 4</td>
<td>IBM Chall.</td>
</tr>
<tr>
<td>Sep 28</td>
<td>Business Marketing Planning</td>
<td>Ch. 5</td>
<td>—</td>
</tr>
<tr>
<td>Oct 5</td>
<td>FIRST MID-TERM / Business Marketing Strategies</td>
<td>Ch. 6</td>
<td>—</td>
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<tr>
<td>Oct 12</td>
<td>Managing Products for Business Markets</td>
<td>Ch. 7</td>
<td>Schwinn</td>
</tr>
<tr>
<td>Oct 19</td>
<td>Managing Innovation &amp; New Industrial Prod. Dev.</td>
<td>Ch. 8</td>
<td>V-Scan</td>
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<tr>
<td>Oct 26</td>
<td>Managing Services for Business Markets</td>
<td>Ch. 9</td>
<td>Paychex</td>
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<tr>
<td>Nov 2</td>
<td>Managing Business Marketing Channels</td>
<td>Ch. 10</td>
<td>Snap-On</td>
</tr>
<tr>
<td>Nov 9</td>
<td>SECOND MID-TERM / Supply Chain Management</td>
<td>Ch. 11</td>
<td>—</td>
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<tr>
<td>Nov 16</td>
<td>Pricing Strategies</td>
<td>Ch. 12</td>
<td>Optimal</td>
</tr>
<tr>
<td>Nov 23</td>
<td>Business Marketing Communications</td>
<td>Ch. 13</td>
<td>Johnson Con.</td>
</tr>
<tr>
<td>Nov 30</td>
<td>Managing the Personal Selling Function</td>
<td>Ch. 14</td>
<td>YRC</td>
</tr>
<tr>
<td>Dec 7</td>
<td>Marketing Performance Measurement</td>
<td>Ch. 15</td>
<td>Danaher</td>
</tr>
<tr>
<td>Dec 14</td>
<td>FINAL EXAM MONDAY, DECEMBER 14, 2015, 8:00 P.M. TO 10:00 P.M.</td>
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6. MID TERM EXAMINATIONS
There will be two closed book mid term examinations on the dates shown above. The exams will be of seventy five (75) minutes duration, and will consist of fifty (50) multiple-choice questions taken from the chapters of the text covered in the preceding weeks. The mid term examinations will be administered using ‘Scantron #882’ forms.

7. FINAL EXAMINATION
There will be a two (2) hour closed book final examination on Monday, December 14, 2015. It will consist of fifty (50) multiple-choice questions taken from the chapters covered in the preceding weeks, and will NOT be cumulative. The final examination will also be administered using ‘Scantron #882’ forms.

8. COURSE EVALUATION
The purpose of grading is twofold. One is to evaluate your performance to satisfy the requirements of the academic system. The other (and more important) is to provide YOU with feedback on your ability to understand the material covered in the course.
Final grades, using the +/- system, will be assessed as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Mid Term Examinations (2)</td>
<td>500</td>
</tr>
<tr>
<td>Case Study*</td>
<td>200</td>
</tr>
<tr>
<td>Final Examination</td>
<td>300</td>
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<tr>
<td><strong>Total</strong></td>
<td>1,000</td>
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</table>

*Case Study: Note that the points for the case study will be allocated as follows:
- 50 Points for the verbal in-class presentation (all team members to participate);
- 50 Points for the quality and clarity of the PowerPoint presentation material; and
- 100 Points for the written component of the case study analysis and questions.

9. ADMINISTRATIVE DETAILS

Since every faculty member tends to have somewhat different expectations regarding behavior and norms, my expectations concerning these issues are as follows:

9.1 Prerequisites

The prerequisites for this course are:
- MKT 304
- Passing score on the Upper Division WPE
- BUS 301/302 & BUS 302L for BSBA Majors

Please note that I will strictly enforce the University Policy in terms of prerequisites, and will personally check each student’s record, so don’t think you can “escape” detection if you do NOT meet the prerequisites! If you don’t meet the prerequisites, you MUST ‘drop’ the class, otherwise you will be ‘dropped’ administratively.

9.2 Attendance

I consider attendance at EVERY class extremely important. Since active participation in class discussion is expected of you, it is obvious that you cannot participate if you are absent! In the event that for some UNAVOIDABLE reason you have to miss one class during the session, I would appreciate it if you would let me know that in advance. If you do miss a class, I consider it YOUR responsibility to find out from your classmates what topics/issues were covered, what additional assignments were given, and what materials may have been distributed in class. If you fail to receive any important item, it will not be my responsibility.
9.3 Punctuality
Given the importance of this course, I will do everything possible to use the class time
effectively, and expect you to do the same. This will include arriving BEFORE starting time
for the class, starting on time, and ending on time. If you arrive within the first five
minutes of the class, you will be admitted. If you arrive later than five minutes after the
start of the class, please don’t come in, but wait until the break (roughly half-way through
the session) before coming in. This measure is adopted out of courtesy to your classmates
who arrived on time, and who do not deserve to be disturbed by latecomers.

9.4 Preparation
I plan to be prepared for EVERY class, and I expect you to do the same. Since I may call
on individuals whose hands are not raised to answer a question, you should let me know
BEFORE the class starts if some emergency has made it impossible for you to be prepared
adequately for that class.

Students frequently ask how they can “do well” in a class. The answer is very simple.
Attend all class sessions, and observe the well-known three-to-one academic ratio. For
every one hour spent in the classroom, you should spend at least three hours in
preparation and study. In addition, make full use of the office hours scheduled to discuss
any aspect of the course which may be of concern to you! Do not leave things to the “last
minute,” hoping that by some miracle it will “all come together!”

9.5 Consultation
Since I am committed to making this course as meaningful and beneficial to you as
possible, I am prepared to discuss the course, your progress, or any other issues of concern
to you on an individual basis. My specific office hours for this course are 12:00 noon to
1:00 p.m., and 3:30 to 4:30 p.m. on Mondays and Wednesdays. If these days or times
are not convenient, a specific appointment at a mutually convenient time can be
scheduled.

9.6 Policy on make-up examinations
Make-up examinations will only be considered in the case of unavoidable medical or
other emergencies. Official, written evidence must be provided to substantiate the
request. Under no circumstances will examinations be allowed to be taken before the
scheduled dates.
9.7 Policy on cellular ‘phones, and laptop computers

If any student brings a cellular ‘phone into the classroom, it must be turned off. If this policy is disregarded, and a cellular ‘phone rings during class time, the student in question will be required to leave the class for the rest of the session, and this includes the mid term and final examinations. If a student is observed texting or viewing texts or E-Mails on a cellular ‘phone in class, that student will also be required to leave the class for the rest of the session.

Laptop or notebook computers may be brought to class for the explicit purpose of taking notes ONLY. If a student is observed using a laptop or notebook computer for ANY other purpose, such as viewing a web site, that student will also be required to leave the class for the rest of the session.

10. POLICY ON CHEATING AND PLAGIARISM

Please note that it is my policy to strictly enforce the University rules on cheating and plagiarism. You are strongly urged to reacquaint or familiarize yourself with them. AT A MINIMUM, THE PENALTY FOR CHEATING OR PLAGIARISM IS AN “F” FOR THE COURSE. AT THE DISCRETION OF THE DEPARTMENT CHAIR AND DEAN, MORE SEVERE PENALTIES MAY BE IMPOSED.

11. COMMUNICATION

It is now the policy of the California State University system to use E-Mail for ALL written, formal communication with students. Since ALL students have been issued with a FREE E-Mail account on campus, this is the E-Mail address that will be used. Make sure that any ‘private’ E-Mail address you have is ‘linked’ to your campus E-Mail address. If you fail to receive a communication because you did not ‘link’ your ‘private’ E-Mail address to your CSUN E-Mail address, it is NOT the fault of the Instructor!

A word about E-Mail protocol! In view of the fact that so much ‘spam’ is still able to get through the campus server, you are requested to make sure that if you do send me an E-Mail, it is CLEARLY identified to prevent me from automatically deleting it! The way to do this is simply to make sure that you put MKT/SCM 442 - FALL 2015 in the subject line. That way I will know it’s a ‘legitimate’ message! If you do NOT identify your E-Mail in that way, it will simply be deleted without being read. NOTE: Communication by E-Mail is to be used for basic questions and informational items only. Time constraints dictate that it is NOT possible to review lengthy attachments (such as drafts of papers) to E-Mails! Also, E-
Mails received AFTER 12:00 noon on Fridays will NOT be read (and answered) BEFORE the following Monday morning at the earliest.

12. COURSE INSTRUCTOR
Dr. Brian I. Connett
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       (818) 677–4639 (Office/Voice Mail)
E-Mail: vcmkt002@csun.edu
Web Site: http://www.csun.edu/~vcmkt002