

**Indian Institute of Technology Guwahati**  
**Proposal for a New Course/ Revision of a Course**

Course Number & Title: BM 642H & Business to Business Marketing	
L-T-P-C: 4-0-0-4	
Type of Letter Grading (Regular Letter Grades / PP or NP Letter Grades): Regular Letter Grades	
Kind of Proposal (New Course / Revision of Existing Course): New Course	
Offered as (Compulsory / Elective): Elective	
Offered to: Masters of Business Administration (MBA)	
Offered in (Odd/ Even / Any): Any	
Offered by (Name of Department/ Center): School of Business	
Pre-Requisite: NIL	
Preamble / Objectives (Optional):  <i>Course Content/ Syllabus (as a single paragraph if it is not containing more than one subject. Sub-topics/ Sections may be separated by commas(,). Topics may be separated by Semi-Colons(;). Chapters may be separated by Full-Stop(.). While starting with broad heading, it may be indicated with Colon symbol before the topics. For example: Multi-variable Calculus: Limits of functions, Continuity, ..... )</i>	
Basics of Business to Business (B2B) Marketing; Organizational Buying Behavior and Relationship Management; Segmentation in Business Market and Assessment of its Potential; Strategic Perspective and Global Aspects in B2B Marketing; Key Account Management in B2B Marketing; Managing New Industrial Products; Managing Industrial Services; Branding in B2B Marketing; Pricing in B2B Marketing; Managing Channels in B2B Marketing; Managing Sales Function in B2B Marketing; Role of Electronic Commerce in B2B Marketing; Social Media in B2B Marketing.	
Books (In case UG compulsory courses, please give it as "Text books" and "Reference books". Otherwise give it as "References".)	
Texts: (Format: Authors, <i>Book Title</i> in <i>Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	Hutt, M. D., Sharma, D., & Speh, T. W., <i>Business to business marketing: a South-Asian Perspective</i> , 11 <sup>th</sup> Edition, Cengage, 2014.
2.	Sarin, S., <i>Business marketing: Concepts and cases</i> , First Edition, McGraw Hill Education, 2017.
3.	
References: (Format: Authors, <i>Book Title</i> in <i>Italics font</i> , Volume/Series, Edition Number, Publisher, Year.)	
1.	
2.	

Detailed Course Content (Optional) It will not be included in the Courses of Study Booklet		
Sl. No.	Broad Title / Topics	Number of Lectures
1		
2		
3		
4		