

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

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| 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): | |
| <p>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,)</p> <p>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.</p> | |
| 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 in 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 th 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 in Italics font</i> , Volume/Series, Edition Number, Publisher, Year.) | |
| 1. | |
| 2. | |

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