



**Bus 131A - Business to Business Marketing**  
**Spring 2015**  
**Tuesday & Thursday, BBC 224**  
**0900--1015 Code #20129**



Instructor Information

Robert P. Vitale  
 Office: 760BT:  
 Phone: 924-3532  
[www.cob.sjsu.edu/facstaff/vitale\\_r/index.htm](http://www.cob.sjsu.edu/facstaff/vitale_r/index.htm)

Email: [robert.vitale@sjsu.edu](mailto:robert.vitale@sjsu.edu)  
 Office Hours: Walk-in: TTh, 1030-1130, 1500-1600  
 M 1700-1750  
 Additional times by appointment

Course Objectives

Business to Business Marketing requires recognition of the needs of a complex customer organization, knowledge of how to approach this complexity, and creation of an organization that supports this effort. In this course we will examine the nature of business to business markets, the organizational buying process, and strategic alternatives to approach these markets. The theoretical approach will be developed and contrasted to practical viewpoints and applications.

Required Materials

Vitale, Giglierano, & Pfoerstch, Business to Business Marketing; Analysis and Practice, Pearson/Prentice- Hall, Upper Saddle River, NJ, ©2011. ISBN 0-13-605828-0

Recommended Materials/ Required Reading:

The Wall Street Journal (particular attention to the 2nd section - "Marketplace").

Course Requirements & Grading Criteria

1. Three exams, 100 points each, tentatively scheduled Feb 26, Mar 19, Apr 23.	300 points	~43%
2. Case Study Assignments. There will be two written case assignments during the semester. Points assigned and tentative due dates are as follows: First Written Case Analysis: Feb 17 - <b>Group Effort:</b> 50 points Second Written Case Analysis: April 30 - <b>Group Effort:</b> 150 points	200 points	~29%
4. Final exam: May 21, 0730-0930. Note that this is a comprehensive exam.	150 points	~21%
5. Class participation/preparation, quizzes, readings and cases that you are expected to have prepared for discussion, chapter review questions, and other class activities.	up to 50 points	~7%
<b>TOTAL POSSIBLE POINTS</b>	<b>700</b>	<b>100%</b>

Case Study Assignments

All case study efforts require cooperation with other students. The 1<sup>st</sup> written assignment is an Executive Summary of not more than two pages (not including cover page); and the 2<sup>nd</sup> written assignment is a complete case analysis. A complete analysis includes an identifying cover page, an Executive Summary followed by a Table of Contents that directs the reader to identified sections of the report, and the body of the report, followed by any appendices that support the analysis. The length of the 2<sup>nd</sup> assignment is not to exceed 7 pages, not including the cover, executive summary, and appendices. Group sizes, additional information for cases and working in groups will be discussed in class on Feb 10. For additional information, particularly if you have not done any case work, refer to the Case Study Guide at [http://www.cob.sjsu.edu/facstaff/vitale\\_r/CaseStudyGuide.pdf](http://www.cob.sjsu.edu/facstaff/vitale_r/CaseStudyGuide.pdf)

Note regarding Grading Standards: The tests and assignments in this course are designed to be administered with a "curved" grading process. Thus, it is difficult to predict grade ranges in advance. Observation of several semesters' results has shown that the following grade range is typical for this course. This is, however, no guarantee that this class will experience the same results.

A 85-100%    B 72-84%    C 60-72%    D 50-59%    F <50%

## Policy on Professionalism, Participation, Assignment Formats and Class Conduct

The SJSU Student Conduct Code is incorporated here by reference.

You are expected to conform to generally accepted notions of professionalism typical of the adult business world. The following is an illustrative (but not necessarily all-inclusive) list of items to which you explicitly agree upon remaining enrolled in the course. Failure to conform can be grounds for appropriate action, including but not limited to expulsion from the classroom and an "F" in the course.

Please refrain from disruptive conduct, such as carrying on private conversations with classmates and/or playing computer games, or working on materials not related to the course during class. If you are observed working on other than course materials, you will be asked to leave the room.

**Food:** Eating/drinking (except water) are prohibited in the BBC. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer (**JAO**) of the University.

**Electronic Devices:** Turn off all electronic devices (headsets, MP3 players, cell phones, etc.), before entering class. If a device goes off during class the class may receive a quiz. Students whose devices disrupt the course and do not stop when requested by the instructor will be referred to the JAO. Use of PDAs, electronic dictionaries, and other personal electronic aids are not allowed during exams and quizzes. Please note that recording of lectures is strictly prohibited.

**Computer Use:** In this course, computer use in class has been demonstrated to be a distraction to not only the user but other students. As such, computer use by students during lectures, unless otherwise directed by the instructor, is generally not allowed. Students who fail to abide by this rule or who abuse classroom equipment in any way, at a minimum, will be asked to leave the class, and, at a maximum, will be referred to the JAO for disrupting the course.

**Academic Integrity:** Faculty make every reasonable effort to foster honest academic conduct, secure exams and their answers so that students cannot have prior access to them, and proctor examinations to prevent students from copying or exchanging information. Faculty are on the alert for plagiarism. Students who are suspected of infractions will be reported to the JAO. The SJSU policy on academic integrity can be found at the Web link noted below.

**Assignments: Class Discussion:** You are expected to attend and have read before class and be prepared, on the date indicated in the schedule of assignments, to discuss the assigned chapter/s, readings, and cases; and any additional readings assigned or as required for the full development of classroom and case discussions.

**Writing Format: Note that format will be graded!** All written assignments, unless otherwise indicated, must comply with the following guidelines. Assignments that do not follow this format may not be accepted or may be subject to at least a one-letter grade penalty.

- Unless otherwise noted, electronic copies of assignments are NOT acceptable.
- Assignments should be printed double spaced, and be on 8.5" X 11" paper with uniform margins (1").
- Handwritten papers are not acceptable.
- Font size should approximate 12 points.
- Papers need only be stapled in the upper left-hand corner. Folded corners, paper clips or loose papers are not acceptable.
- Spelling, grammar, and "typos" will be considered in your grade. Papers that evidence a lack of proof reading or professional presentation may be penalized 1 letter grade.
- **All assignments require a cover sheet.** Included on the cover sheet is due date and actual date handed in, if different, section number, as well as the name (in last-name alpha order) and last four digits of student ID numbers for all contributors to the assignment. Without this information, no credit will be given for the assignment.
- Written assignment #2 will require an Executive Summary placed before the Table of Contents.

### **Additional Information:**

- Use ink for all in-class writings and essay exams
- There are no makeups for quizzes, exams, or other assignments.
- Assignments are due when collected in class on the date indicated. A late assignment will receive a minimum of a one (1) letter grade penalty, which may be increased for each class and/or if the late period includes weekends or holidays.
- In no circumstance will any written assignment be accepted after it has been discussed in class.
- If you need course adaptations or accommodations because of a disability, or special arrangements if the building must be evacuated, please see me as soon as possible.
- You are expected to take care of personal needs (restrooms, phone calls, etc.) between classes and are

not expected to leave and return to the classroom during class sessions.

**Exams:**

- **During exams**, if you have a need to leave the room, you must hand in your exam before leaving. That will conclude your exam session.
- Only documented illness/extreme emergency will justify examination make-ups.
- **All** make-up exams are cumulative, essay format and will be given either at the end of this semester or during the next semester.
- If you arrive late to an exam, you will not be granted additional time beyond the end of the class session and, if a student has finished the exam and left the room before your arrival, you will not be allowed to take the exam.

**Final Exam:** Must be taken on the day assigned. Note the date and time of the final exam now – avoid travel plans that may conflict with the schedule.

- Since MySJSU reports grades as soon as available, phone calls and emails requesting grades will not be returned.

**Pre-requisites and grade regulations:**

Pre-requisites will be enforced. Grade regulations (A, B, C, D, F, I, W, WU) are as described in the University catalog. The "+/-" grading alternative will be used.

**Office hours:** You are encouraged to communicate with me on individual matters primarily during scheduled office hours or by appointment as necessary. Except in the most urgent of circumstances, please refrain from prematurely preparing to leave class (closing books and notebooks, etc.) before the end of class, resulting in the disruption of the end of the class session.

Students should arrive in class on time. Traffic and parking problems are not excuses for being late, only examples of poor planning. If you do arrive after the scheduled start of class, please enter the room by the least intrusive entrance. If necessary to cross the room, do so at the back. Please do not interrupt the entire class by crossing the front of the room or between the instructor and students.

**ADD/DROP POLICY**

Students are responsible for understanding the policies and procedures about add/drops, deadlines, penalties, academic renewal, etc. Information is available at <http://www.sjsu.edu/advising/faq/index.htm#add>. Information about late drops is available at <http://www.sjsu.edu/aars/policies/latedrops/>. The instructor reserves the right to limit additions to the class based on a pre-determined maximum enrollment, graduation date, or other appropriate parameter. If you decide to drop the course during the drop period, please inform the instructor. Without your cooperation, it may be difficult, depending on enrollment, to add new students to the class .

Students already on the roster:

- Students who miss the first day of classes without a serious and compelling documented reason will be dropped by the instructor.

Students wishing to add:

- The waiting list found on MySJSU does not apply after the start of classes. If necessary, a waiting list will be developed in class for students wishing to add the class. If the class is full, additions to the class will be made only when there have been drops from the class. The waiting list may be prioritized by parameters deemed appropriate by the instructor, consistent with SJSU policy. Students may be required to show proof of prerequisites and class status before adding.
- To stay on the waiting list, students must attend every class session.
- Students who drop the course may create an opening for another student. However, the instructor makes no guarantee that the number of students added will equal the number of students dropped or that any individual drop will result in an immediate add.
- Students waiting to add the course will be responsible for the same material as students on the roster.

**Useful Web Links**

Department of Marketing & Decision Sciences

College of Business Home page

Academic Calendar

Academic Integrity Policy

Sbona Honors Program

Learning Assistance Resource Center (LARC)

Student Conduct Code

<http://www.sjsu.edu/mktds/>

<http://www.sjsu.edu/cob/>

<http://www.sjsu.edu/calendars/>

[http://www.sjsu.edu/studentconduct/Students/Student\\_Academic\\_Integrity\\_Process/](http://www.sjsu.edu/studentconduct/Students/Student_Academic_Integrity_Process/)

<http://www.sjsu.edu/cob/sbonahonors/>

<http://www.sjsu.edu/larc/>

<http://www.sjsu.edu/studentconduct>

## Schedule of Assignments:

Class #	Date	Ch.	Topics, Cases, and Reading Assignments	Review Questions
1 2	JAN 22 Th JAN 27 T	1	Introduction to Business to Business Marketing	1,2,3,9,10
3	Jan 29 Th	2	BtB Environment: Customers, Organizations, & Markets	5,6,9,10
4 5	FEB 3 T FEB 5 Th	3	Organizational Buying & Buyer Behavior (last day to drop - Feb 4th.)	2-5, 9,10,
6	FEB 10 T		Introduction To Case Studies Case Study Assigned. (last day to add - Feb 11th.)	
7	FEB 12 Th	4	Legal & Political Environment Chapter 4 discussion may begin on Feb 12.	2,5,6,12,13
8	FEB 17 T	4	<b>Written Case Summary due - 50 points</b> (Groups of 2)	
9 10	FEB 19 Th FEB 24 T	5	Concepts & Context of Business Strategy	9,11,12
11	FEB 26 Th		<b>FIRST EXAM - CHAPTERS 1-5: 100 points</b>	
12	MAR 3 T	6	Market Research & Competitive Analysis	2, 3, 4, 11
13	MAR 5 Th	7	Segmenting, Targeting, & Positioning	2,8,11,13
14	MAR 10 T	8	Developing the Product, Service, and Value of the Offering	1, 4-8
15 16	MAR 12 Th MAR 17 T	9	Innovation & Competitiveness (Announce second case study)	3,4,5,7
17	MAR 19 Th		<b>SECOND EXAM - CHAPTERS 5-9: 100 points</b>	
			Spring Break Mar 23- Mar 27	
18 19	APR 2 Th APR 7 T	10	Pricing in Business to Business Marketing	5, 7-10, 16
20	APR 9 Th	11	Business Development & Planning	3-10, 14, 16
21 22	APR 14 T APR 16 Th	12	Business To Business Selling	1,2,4,5,9, 10,12
23	APR 21 T	13	Business to Business Branding	1,6,7,8,
24	APR23 Th		<b>THIRD EXAM - CHAPTERS 10-13: 100 points</b>	
25 26	APR 28 T Apr 30 Th	14	Channel Relationships and Supply Chains <b>Written Case Study Due - 150 points</b> (Apr 28)	2,3,6,8,11
27 28	MAY 5 T MAY 7 Th	15	Communicating with the Market	1,3,4,7
29	MAY 12 T	16	Business Ethics & Crisis Management	1,4,6
	<b>MAY 21 Thursday</b>		<b>FINAL EXAM 0730-0930</b>	