

MKT-861 Industrial Marketing

1. Industrial Marketing is one of the very important subjects a marketing student should study. This course is part of course curriculum in every top ranked university and also has its importance for the vast research conducted in this field. The course is really important for students majoring in Marketing as it serves the pre-requisite to many courses, theories and practices. It is very important for our students to understand the fundamentals of this course as it will help students to manage industrial marketing practices. This course will enhance the capacity of our students to understand different aspects of industrial and business to business marketing.

2. **Objectives**

- a. To understand the essentials of Industrial Marketing.
- b. To understand the importance of Business to Business Marketing.
- c. To understand the application of industrial marketing and business to business marketing.

3. **Outcomes**

- a. Will demonstrate an understanding of industrial marketing.
- b. Will demonstrate different approaches of industrial marketing and business to business marketing.

4. **Content**

- a. Introduction to Business to Business Marketing
- b. Business to Business Environment: Customers, Organizations, and Markets.
- c. Organizational Buying and Buyer Behavior.
- d. Concepts and Context of Business Strategy
- e. Market Research and Competitive Analysis
- f. Segmenting, Targeting and Positioning
- g. Innovation and Competitiveness
- h. Business Development and Planning

5. **Text and reference books**

- a. Business to Business Marketing, by Robert Vitale
- b. Business Marketing Management, 3rd Edition by James C. Anderson