

**COURSE OUTLINE**

COURSE NAME BUSINESS MARKETING

COURSE NUMBER MKTG 3307 DATE JANUARY 1995

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program \_\_\_\_\_

Date Prepared OCTOBER 1994 Option \_\_\_\_\_

Term \_\_\_\_\_ Hrs/Wk 3 Credits 3.0

No. of Weeks 12 Total Hours 36

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**PREREQUISITES**

MKTG 1102 / Essentials of Marketing

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**COURSE OBJECTIVES**

(Upon successful completion of this course, the student will be able to:)

1. Understand the scope and importance of marketing to industry, governments and institutions.
  2. Develop a marketing strategy with emphasis on segmenting the target market.
  3. Appreciate the opportunities for marketing business products from a variety of industries within B.C.
  4. Analyze industrial marketing situations and present solutions to resolve the underlying issues.
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**EVALUATION**

Final Examination	<u>25</u> %
Mid-Term	<u>25</u> %
Term Projects	<u>25</u> %
Participation	<u>10</u> %
Assignments	<u>15</u> %
Total	<u>100</u> %

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## **REQUIRED TEXT(S) AND EQUIPMENT**

Business Marketing - by: Gross/Banting

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## **REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT**

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## **COURSE SUMMARY**

The purpose of this course is to apply basic marketing principles to the area of industrial and organizational products and services.

Industrial and Organizational Marketing is oriented towards the development and implementation of marketing strategy which:

- contributes significantly to the attainment of corporate objectives
- includes the marketing of new products developed by the firm as well as products developed by the firm as well as products acquired through corporate mergers acquisitions
- includes services (e.g., credit leasing, financing packages, customer support) provided as part of the overall buying process
- is highly dependent on market segmentation and the measurement of market potential as part of the overall buying process
- must include effective distribution channels and pricing strategy which influence demand for industrial products
- includes personal selling and trade promotions

The text provides a structure for the specialized study of industrial marketing. Case studies will allow students the opportunity to interpret and apply decision-making to formulate various strategies to marketing problems.

A term project to be completed in small groups, will provide an opportunity for analysis of a real-life industrial marketing situation with a focus on analysis and recommendations.

**COURSE OUTLINE - MKTG 3307**

(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED	REFERENCE
1	Business Marketing management The Business Market	1 2
2	Buyer/Seller Interface Business Buyer Behavior	3 4
3	Market Intelligence Demand Analysis and Forecasting	5 6
4	Business Market Segmentation	7
5	Strategic Market Planning Business Product Management	8 9
6	Services Management Mid-Term Exam	19
7	Product Strategies Pricing Strategies	10 11
8	Channel Management Physical Distribution	12 13
9	Personal Selling	14
10	Advertising and PR Direct Marketing	15 16
11	Control and Evaluation Group Project Review	17
12	Competitive Strategies Group Project Review  <b>FINAL EXAM</b>	