HANDONG UNITWIN FELLOWSHIP

SYLLABUS

Lecturer's Information	
Name	Wanjiku Kinyanjui
University	St. Paul's University

Course Information			
Course Name	Industrial Marketing	Prerequisite Course	Marketing Principles
Course Date	2023-09-04 ~ 2023-12-02	Course Language	English
Keyword	Business to Business(B2B), Ecommerce, Bidding, Strategy,Organisation customers		

Course Description (100 ~200 words)	The course aims to describe how marketing strategies can be applied to an industrial context, taking into account the economic, technological and managerial dimensions of business markets. The significance of industrial marketing emanates from the fact that industrial markets have been growing at unprecedented rate during the past few decades and the demands for industrial products and services have exceeded the actual industrial output. The course comprises basics of industrial marketing, components of strategy, channel strategy, marketing communication, business marketing innovations, managing servises and all other marketing elements. Industrial marketing has close links with Business Environment strategy, Human Resource Management, customer service and all this is part of Marketing Management
Course Goals and Objectives (Approximately 100 words)	This course emphasizes the relational nature of industrial marketing by highlighting key aspects of the buyer-seller relationship. At the end of this course, students should be able - to differentiate between Business to Business markets(B2B) from Business to Consumer(B2C) markets - understand the importance of sourcing in a B-B marketing relationship and understand the specificities of selling industrial products and services. - to develop students' ability to formulate effective marketing strategies for organizational customers. - to understand the unique needs of business customers and succeed in marketing and management roles within B2B businesses
Textbook	**(The format : Title, Author/Editor, Publisher, Year of Publication)** Business to Business Marketing Management: A Global Perspective (4th ed.). Zimmerman, A., & Blythe, J. Routledge. (2021). https://doi.org/10.4324/9781003164036
References	Michael D. Hutt, Thomas W. Speh, (2010), Business Marketing Management B2B, 10th Ed. or 11th Ed. South-Western Cengage Learning, ISBN-13: 978-0-324-58167-6
Course Requirements and Grades	Learners must have done prerequisite courses such as Principles of Marketing or Marketing Management. Course Grading/Assessment CATs/Assignments- 50% Final Exam- 50%

Weekly Schedule		
Week	Main Topics	Keywords
1	Introduction to Industrial Marketing: Industrial Goods and Customers	B2B, Customer Orientation
2	Industrial Buying Behavior	Strategic procurement, Buying process
3	Customer Relationship Management Strategies	Strategic Choices
4	Segmenting Business Markets	Segment Demand
5	Industrial Marketing Planning	Strategic perspectives Global Markets
6	Managing Innovations and New Product Development	Technology Dynamic Markets
7	Industrial Marketing Channels and Ecommerce	Logistics and distribution
8	Industrial Marketing Communications 1	Advertising and Sales Promotions
9	Industrial Marketing Communications 2	Personal Selling
10	Public relations and Publicity in Industry	Reputation Management
11	Pricing Strategy for Industrial Markets	Bidding
12	Industrial Marketing Performance Measurement	Strategy Control and Implementation
13	Structural Alternatives for Industrial Marketers	Future industries
14		
15		
16		