



Course Specifications

Course Title:	Business to Business Marketing
Course Code:	MKT370
Program:	BS Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Prince Sultan University
Academic Year:	2019-2020
Course Instructor:	Dr. Jamid Ul Islam
Date:	January 19, 2020

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A. Course Identification

1. Credit hours: 3
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 1
4. Pre-requisites for this course (if any): NA
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	0	0
2	Blended	45	100
3	E-learning	0	
4	Correspondence	0	
5	Other	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	0
3	Tutorial	0
4	Others (specify)	0
	Total	45
Other Learning Hours*		
1	Study	
2	Assignments	
3	Library (online)	
4	Projects/Research Essays/Theses	
5	Others (specify)	
	Total	

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

The general principles of marketing continue to apply to business and industrial marketing. However, specific theories of organizational buying behavior, relationship marketing and purchasing and B2B networks will be examined in order to allow you to solve authentic business problems or address real issues faced in organizations.

Supply chains, marketing strategies and the business marketing mix also will be examined. Case studies and examples will be used to illustrate the application of marketing principles in business to business environments.

2. Course Main Objective

In this course, students will develop the knowledge and skills to explore the specialized nature of business-to-business marketing, and develop an understanding of the differences between business marketing and consumer marketing.

Areas covered in the course include: Introduction to Business-to-Business Marketing, Business to Business Environment, Concepts and Context of Business Strategy, Innovation and Competitiveness, Pricing in B2B Marketing, Business to Business Selling, Business to Business Branding, and Business Ethics and Crisis Management.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Identify business marketing theories and models	PLO 1.1
2	Skills:	
2.1	Analyze the behaviors and needs of organizational customers	PLO 1.1
2.2	Critically analyze and apply business marketing concepts to develop a business marketing solution	PLO 2.1
2.3	Communicate research, analysis and marketing solutions	
2.4	Apply and integrate Business-to-Business marketing theory with practice in a business context.	
3	Competence:	
3.1	Indicate ability to work in group	PLO 5.1
3.2	Demonstrate presentation skills using appropriate technology applications	PLO 5.1

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1: Introduction to Business-to-Business Marketing	3
2	Chapter 2: Business to Business Environment: Customers, Organizations and Markets	3
3	Chapter 3: Organizational Buying and Buying Behavior	3
4	Chapter 4: The Legal and Regulatory Environment	2
5	Chapter 5: Concepts and Context of Business Strategy	2
6	Chapter 6: Market Research and Competitive Analysis	3
7	Chapter 7: Segmenting, Targeting and Positioning	3
8	Chapter 8: Developing Product, Service and Value of the Offering	3

9	Chapter 9 : Innovation and Competitiveness	2
10	Chapter 10 : Pricing in B2B Marketing	3
11	Chapter 11: Business Development and Planning	3
12	Chapter 12: Business to Business Selling	3
13	Chapter 13 : Business to Business Branding	3
14	Chapter 14: Channel Relationships and Supply Chains	2
15	Chapter 15: Communicating With the Market	3
16	Chapter 16: Business Ethics and Crisis Management	2
17	Course Wrap up	2
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Knowledge	Lecture instruction assignments Presentation In class discussions case discussions	Assignments, Quiz, Midterm, Presentation, Final Exam
2.0	Skills		
2.1	Cognitive Skills	Lecture instruction Group assignments Presentation Case discussions	Assignments, Quiz, Midterm, Presentation, Final Exam
2.2	Interpersonal Skills & Responsibility	Presentations and project report	Project report and Presentation, Attendance
3.0	Competence		
3.1		Project report and Presentation	Individual Presentation, Project report

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 5)	20%
2	Second major exam	(Week 11)	20 %
3	Quiz 1	(Week 12)	5%
4	Attendance	(All Weeks)	5%
5	PowerPoint Presentations	(Week 13)	10 %
8	Final exam	(Week 15)	40%
9	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

. Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Students can meet the instructor for consultation and academic advise as below:

Sun (11:00 to 11:50); Mon (2:00 to 2:30); Tue (11:00 to 11:50); Wed (2:00 to 2:30); Thu (11:00 to 11:50)

Students also can contact the instructor as below:

Email: jamid@psu.edu.sa

E356, Building 101, 3rd floor

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Business to Business Marketing 1st Edition, Robert Vitale, Waldemar Pfoertsch , Joseph Giglierano, 2011, Pearson
Electronic Materials	Journal of Academy of Marketing Sciences
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Lecture room, computing resources, library, Classroom LMS Moodle, Edugate
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer and projector MOODLE system
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	White board

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	