



THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY

***MARK 3510 B2B Marketing***  
***Fall 2017***

**COURSE DESCRIPTION**

In B-to-B, your customers are not individuals or households, but organizations, like businesses, governments, and institutions. These customers represent a huge market opportunity. In marketing, most of us view companies like Procter & Gamble, Sony, and Mercedes Benz as manufacturers. We view DBS and Accenture as providers of services. But these companies are also *buyers*, spending trillions of dollars annually on products and services sold to them by other businesses. They buy raw materials and component parts; they make large investments in buildings, equipment, and information technology; and they continually purchase supplies and business services—legal, financial, technical—to support their operations. So how do you market to these buyers effectively?

This course introduces concepts, tools and technologies applicable to managers in industrial products, consulting services, institutional investing, technology products, business services and other categories where the customer is a business, versus a consumer. To sell successfully to business buyers, you need particularly to understand what's uniquely B2B in the areas of market segmentation, buying behavior, pricing and distribution strategies, demand generation, and customer relationship management.

**COURSE OBJECTIVES**

- To facilitate the student's understanding of the nature, structure, and distinguishing characteristics of business-to-business markets.
- To provide a framework for analyzing organizational buying behavior in all sectors of the business market—commercial enterprises, large and small, as well as government and institutional buyers.
- To enhance the student's ability in applying demand analysis and segmentation techniques in the business market.
- To develop the student's ability for managing the firm's marketing efforts directed to the business market; specifically, the development of effective sales and marketing strategies to take advantage of business marketing opportunity.

**PROFESSOR**

**Professor Eugene R. Raitt**

Office: TBD

Office hours: By appointment

## **TEXT AND READINGS**

Please purchase the items in the HBS coursepack. TBD

Additional readings are posted in the class website on Canvas. Students are expected to keep abreast of current developments in B2B marketing in the Asia-Pacific region by reading leading business and marketing press, blogs and sites.

## **ASSESSMENT METHOD**

1. Class participation	8%
2. Exams (3)	90%
4. Market research	2%
<b>Total</b>	<b>100%</b>

## **COURSE METHODS**

This course will combine lecture, cases, class discussions, guest speakers and student presentations. I strongly encourage active participation in class discussions. The lectures focus on the theory, tools and techniques at the core of B2B marketing. You are expected to be in class, and actively engaged, for every class session.