PREFACE

The most successful marketing courses are those that capitalize on an instructor's particular skills, teaching style, and approach. Our discussions with many colleagues who teach the business or industrial marketing course indicate that they employ a number of successful approaches. We intend this Instructor's Manual to provide a supplementary base of resources that instructors can draw upon as they develop their own approach.

An Overview of the Instructor’s Manual

The manual for the tenth edition features:

- Course design suggestions;
- Additional business marketing examples that further support main chapter themes;
- Case analysis suggestions;
- Essay questions;
- A series of cooperative learning exercises to spark in-class involvement and,
- A set of informative video links to supplement course learning.

The Content and Structure of the Manual:

PART ONE—COURSE STRUCTURE and LIST OF CANDIDATE READINGS

Course objectives and the weekly themes and text reading assignments are provided for both a quarter-system and a semester-system course. To further facilitate course planning, a lengthy list of suggested readings is provided for each chapter part of the text. Selected readings might be drawn from this list in line with the preferences of the instructor.

PART TWO—CHAPTER MATERIAL

For each chapter, a compact summary or chapter overview is provided, followed by recent business examples not included in the text to support chapter materials and facilitate further classroom discussions. Comments and suggested answers to end-of-
chapter discussion questions and exercises are also included.

PART THREE—CASE ANALYSIS SUGGESTIONS

For each case, a compact summary, comments, and thorough case analysis suggestions are provided.

PART FOUR—COOPERATIVE LEARNING EXERCISES AND ESSAY TEST QUESTIONS

For each chapter, one or more cooperative learning exercises are provided to spawn small group discussion or to motivate general class discussion.

PART FIVE – VIDEO SUGGESTIONS

This segment provides a summary of the major concepts illustrated in each video and includes suggestions for how the videos might be used in the course.
We hope that you find these supplementary resources useful in developing your business marketing management course. We thank Chris Moberg of Ohio University for conscientiously putting together this group of resources and John Eaton of Arizona State University for carefully revising the resources to accompany the new edition. Thanks also to Walt Zarnoch, Sales Rep Extraordinaire, for his editorial approach to his sales job, always going above and beyond to ask instructors how they teach the course, how they like the material they use, and how they want to innovate. Your comments and suggestions are welcomed.

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Course Overview

In the business market, the customers are organizations (businesses, governments, and institutions) and these customers represent a huge market opportunity. While we think of companies like Procter & Gamble, Sony, or Ford as sellers, they are also buyers that annually spend billions of dollars each on products and services sold to them by other businesses. They buy enormous quantities of raw materials and manufactured component parts; they make large investments in building, equipment, and information technology, and they continually purchase supplies and business services to support operations. Building and maintaining a close relationship with a customer, like P&G, requires careful attention to details, meeting promises, and swiftly responding to new requirements.

The purpose of this course is to introduce you to business-to-business marketing by identifying the distinctive characteristics of the business market, exploring the way in which organizations make buying decisions, and isolating the requirements for marketing strategy success. The course also provides a perfect vehicle for profiling leading business marketing firms such as IBM, Cardinal Health, Cisco Systems, Dell Computer, and others that demonstrate best practices in marketing strategy. Because more than half of all business school graduates are employed by firms that compete in the business market, many business-to-business firms make regular recruiting visits to our campus. To that end, the course might suggest a new career path or help you make a more informed career choice. That’s my wish.

Business Marketing Course Outline

Course Objectives:

a. To facilitate the student's understanding of the nature, structure, and distinguishing characteristics of the industrial or business-to-business market.

b. To provide a framework for understanding and analyzing organizational buying behavior in all sectors of the business market—commercial enterprises, government, and institutions.

c. To enhance the student's ability in applying demand analysis and segmentation techniques in the business market.

d. To develop the student's ability for managing the firm's marketing efforts directed to the business market; specifically, the course should provide a framework for understanding business marketing strategy development and, thereby, provide the student with decision-making capabilities in the field.

e. To make the acquisition of knowledge in this area an enjoyable experience.
Semester Structure:

Week #1  A Business Marketing Perspective  Ch. 1
Week #2  The Business Market: Perspectives on the Organizational Buyer  Ch. 2
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Week #10  E-Commerce Strategies for Business Markets  Ch. 12

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Week #11  Supply Chain Management  Ch. 13
Week #12  Pricing Strategies for Business Markets  Ch. 14
Week #13  Business Marketing Communications: Advertising and Sales Promotion  Ch. 15
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Week #1  A Business Marketing Perspective  Ch. 1
         The Business Market: Perspectives on the Organizational Buyer  Ch. 2
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### Final Exam
Supporting Materials:

**Cases:** Twelve cases appear at the end of the text. We provide a case planning guide in the text to assist you in choosing the cases and positioning them within your course. Also, a short case appears at the end of each chapter.

**Essay Questions:** Over 100 essay questions are included in the manual.

*Cooperative Learning Exercises:* Included within the bank of essay questions are a number of more lengthy essay questions that are particularly well-suited for general class discussion or for small group exercises.

* These cooperative learning exercises are marked with an asterisk.

Selected Readings (Resources) for the Business Marketing Course:

**Chapter 1: A BUSINESS MARKETING PERSPECTIVE**

5. See the annual survey of expenditures by the largest purchasing departments each year in *Purchasing* (usually a November issue). See, for example, “The Top 250: Tough Measures for Tough Times,” *Purchasing* 130, November 7, 2002.
Chapter 2: THE BUSINESS MARKET: PERSPECTIVES ON THE ORGANIZATIONAL BUYER


Chapter 3: ORGANIZATIONAL BUYING BEHAVIOR


Chapter 4: CUSTOMER-RELATIONSHIP MANAGEMENT STRATEGIES FOR BUSINESS MARKETS


**Chapter 5: SEGMENTING THE BUSINESS MARKET AND ESTIMATING SEGMENT DEMAND**


**Chapter 6: BUSINESS MARKETING PLANNING: STRATEGIC PERSPECTIVES**


Chapter 7: BUSINESS MARKETING STRATEGIES FOR GLOBAL MARKETS

Chapter 8: MANAGING PRODUCTS FOR BUSINESS MARKETS
5. Frederick E. Webster Jr., “A Roadmap for Branding in Industrial Markets,” Journal of Brand
Management 11 (May 2004), 388-402.


Chapter 9: MANAGING INNOVATION AND NEW INDUSTRIAL PRODUCT DEVELOPMENT


Chapter 10: MANAGING SERVICES FOR BUSINESS MARKETS


5. Valarie A. Zeithaml, Mary Jo Bitner, and Dwayne D. Gremler, Services Marketing:
Chapter 11: MANAGING BUSINESS MARKETING CHANNELS


**Chapter 12: E-COMMERCE STRATEGIES FOR BUSINESS MARKETS**


Chapter 13: SUPPLY CHAIN MANAGEMENT

Chapter 14: PRICING STRATEGY FOR BUSINESS MARKETS

Chapter 15: BUSINESS MARKETING COMMUNICATIONS: ADVERTISING AND SALES PROMOTION


**Chapter 16: BUSINESS MARKETING COMMUNICATIONS: MANAGING THE PERSONAL SELLING FUNCTION**


**Chapter 17: MARKETING PERFORMANCE MEASUREMENT**


Industrial Marketer’s Interdisciplinary Role,” *Journal of Marketing* 48 (fall 1984), 53–61.


