



Bus 131A - Business to Business Marketing
Spring 2012
Tuesday & Thursday, BBC 022
0900--1015 Code #20184

Instructor Information

Robert P. Vitale
 Office: 760BT: Phone: 924-3532
www.cob.sjsu.edu/facstaff/vitale_r/index.htm

Email: robert.vitale@sjsu.edu
 Office Hours: TTh, 1030-1130, 1500-1600
 M 1700-1750 & by appointment

Course Objectives

Business to Business Marketing requires recognition of the needs of a complex customer organization, knowledge of how to approach this complexity, and creation of an organization that supports this effort. In this course we will examine the nature of business to business markets, the organizational buying process, and strategic alternatives to approach these markets. The theoretical approach will be developed and contrasted to practical viewpoints and applications.

Required Materials

Vitale, Giglierano, & Pfoerstch, Business to Business Marketing; Analysis and Practice, Pearson/Prentice- Hall, Upper Saddle River, NJ, ©2011. ISBN 0-13-605828-0

Recommended Materials/ Required Reading:

The Wall Street Journal (particular attention to the 2nd section - "Marketplace").

Course Requirements & Grading Criteria

1. Three exams, 100 points each, tentatively scheduled Feb 23, Mar 22, Apr 24.	300 points	~43%
2. Case Study Assignments. There will be two written case assignments during the semester. Points assigned and tentative due dates are as follows: First Written Case Analysis: Feb 21 - Group Effort: 50 points Second Written case analysis: May 8 - Group Effort: 150 points	200 points	~29%
4. Final exam: May 22, 0715-0930. Note that this is a comprehensive exam.	150 points	~21%
5. Class participation/preparation, quizzes, readings and cases that you are expected to have prepared for discussion, chapter review questions, and other class activities.	up to 50 points	~7%
TOTAL POSSIBLE POINTS	700	100%

Case Study Assignments

All case study efforts require cooperation with other students. The 1st written assignment is an Executive Summary of not more than two pages (not including cover page); and the 2nd written assignment is a complete case analysis. A complete analysis includes an identifying cover page, an Executive Summary followed by a Table of Contents that directs the reader to identified sections of the report, and the body of the report, followed by any appendices that support the analysis. The length of the 2nd assignment is not to exceed 7 pages, not including the cover, executive summary, and appendices. Group sizes, additional information for cases and working in groups will be discussed in class on Feb 14. For additional information, particularly if you have not done any case work, refer to the Case Study Guide at http://www.cob.sjsu.edu/facstaff/vitale_r/CaseStudyGuide.pdf

Note regarding Grading Standards: The tests and assignments in this course are designed to be administered with a "curved" grading process. Thus, it is difficult to predict grade ranges in advance. Observation of several semesters' results has shown that the following grade range is typical for this course. This is, however, no guarantee that this class will experience the same results.

A 85-100% B 72-84% C 60-72% D 50-59% F <50%

Policy on Professionalism, Participation, Assignment Formats and Class Conduct

You are expected to conform to generally accepted notions of professionalism typical of the adult business world. The following is an illustrative list of items to which you explicitly agree upon remaining enrolled in the course. Failure to conform can be grounds for appropriate action, including but not limited to expulsion from the classroom and an "F" in the course.

Please refrain from disruptive conduct, such as carrying on private conversations with classmates and/or playing computer games, or working on materials not related to the course during class. If you are observed working on other than course materials, you will be asked to leave the room.

Food: Eating/drinking (except water) are prohibited in the BBC. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer (**JAO**) of the University.

Electronic Devices: Turn off all electronic devices (headsets, MP3 players, pagers, cell phones, etc.), before entering class. If a pager, cell phone, or other such device goes off during class the class may receive a quiz. Students whose devices disrupt the course and do not stop when requested by the instructor will be referred to the JAO. Use of PDAs, electronic dictionaries, and other personal electronic aids are not allowed during exams and quizzes. Please note that recording of lectures is strictly prohibited.

Computer Use: Computer use in class has been demonstrated to be a distraction to not only the user but surrounding students. As such, computer use by students in this class, unless otherwise directed by the instructor, is generally not allowed during lectures. Students who fail to abide by this rule or who abuse classroom equipment in any way, at a minimum, will be asked to leave the class, and, at a maximum, will be referred to the JAO for disrupting the course.

Academic Integrity: Faculty make every reasonable effort to foster honest academic conduct, secure exams and their answers so that students cannot have prior access to them, and proctor examinations to prevent students from copying or exchanging information. Faculty are on the alert for plagiarism. Students who are suspected of infractions will be reported to the JAO. The SJSU policy on academic integrity can be found at the Web link noted below.

Assignments: Class Discussion: You are expected

to have read before class and be prepared, on the date indicated in the schedule of assignments, to discuss the assigned chapter/s, readings, and cases; and any additional readings assigned or as required for the full development of classroom and case discussions.

Writing Format: Note that format will be graded!

All written assignments, unless otherwise indicated, must comply with the following guidelines. Assignments that do not follow the noted format may not be accepted for credit or may be subject to at least a one-letter grade penalty.

- Unless otherwise noted, electronic copies of assignments are NOT acceptable.
- Assignments should be printed double spaced, and be on 8.5" X 11" paper with uniform margins (1").
- Handwritten papers are not acceptable.
- Font size should approximate 12 points.
- Papers need only be stapled in the upper left-hand corner. Folded corners, paper clips or loose papers are not acceptable.
- Spelling, grammar, and "typos" will be considered in your grade. Papers that evidence a lack of proof reading or professional presentation may be penalized 1 letter grade.
- All assignments require a cover sheet. Included on the cover sheet is due date and actual date handed in, if different, as well as the name (in alpha order) and last four digits of student ID numbers for all contributors to the assignment. Without this information, no credit will be given for the assignment.
- Written assignment #2 will require an Executive Summary placed before the Table of Contents.

Additional Information:

- Use ink for all in-class writings and essay exams
- There are no makeups for quizzes, exams, or other assignments.
- Assignments are due when collected in class on the date indicated. A late assignment will receive a minimum of a one (1) letter grade penalty, which may be increased for each session and/or if the late period includes weekends or holidays.
- In no circumstance will any written assignment be accepted after it has been discussed in class.
- If you need course adaptations or accommodations because of a disability, or special arrangements if the building must be evacuated, please see me as soon as possible.
- You are expected to take care of personal needs (restrooms, phone calls, etc.) between classes and

are not expected to leave and return to the classroom during class sessions.

Exams:

- **During exams**, if you have a need to leave the room, you must hand in your exam before leaving. That will conclude your exam session.
- Only documented illness/extreme emergency will justify make-ups.
- **All** make-up exams are cumulative, essay format and will be given either at the end of this semester or during the next semester.
- If you arrive late to an exam, you will not be granted additional time beyond the end of the class session and, if a student has finished the exam and left the room before your arrival, you will not be allowed to take the exam.

Final Exam: Must be taken on the day assigned. Note the date and time of the final exam now – avoid travel plans that may conflict with the schedule.

- Since MySJSU reports grades as soon as available, phone calls and emails requesting grades will not be returned. Students who wish to receive final grades before the University reports them should provide a self-addressed, stamped envelope.

Pre-requisites and grade regulations:

Pre-requisites will be enforced. Grade regulations (A, B, C, D, F, I, W, WU) are as described in the University catalog. The "+/-" grading alternative will be used.

Office hours: Student visits are always welcomed. You are encouraged to communicate with me on individual matters primarily during scheduled office hours or by appointment as necessary.

Except in the most urgent of circumstances, please refrain from prematurely preparing to leave class (closing books and notebooks, etc.) before the end of class, resulting in the disruption of the end of the class session.

Students should arrive in class on time. Traffic and parking problems are not excuses for being late, only examples of poor planning. If you do arrive after the scheduled start of class, please enter the room by the least intrusive entrance. If necessary to cross the room, do so at the back. Please do not interrupt the entire class by crossing the front of the room or between the instructor and students.

ADD/DROP POLICY

Students are responsible for understanding the policies and procedures about add/drops, deadlines, penalties, academic renewal, etc. Information is available at <http://www.sjsu.edu/advising/faq/index.htm#add>. Information about late drops is available at <http://www.sjsu.edu/aars/policies/latedrops/>.. The instructor reserves the right to limit additions to the class based on a pre-determined maximum enrollment, graduation date, or other appropriate parameter. If you decide to drop the course during the drop period, please inform the instructor. Without your cooperation, it may be difficult, depending on enrollment, to add new students to the class .

Students already on the roster:

- Students who miss the first day of classes without a serious and compelling documented reason will be dropped by the instructor.

Students wishing to add:

- If necessary, a waiting list will be developed in class for students wishing to add the class. If the class is full, additions to the class will be made only when there have been drops from the class. The waiting list may be prioritized by parameters deemed appropriate by the instructor, consistent with SJSU policy. Students may be required to show proof of prerequisites and class status before adding.
- To stay on the waiting list, students must attend every class session.
- Students who drop the course may create an opening for another student. However, the instructor makes no guarantee that the number of students added will equal the number of students dropped or that any individual drop will result in an immediate add.
- Students waiting to add the course will be responsible for the same material as students on the roster.

Useful Web Links

Department of Marketing & Decision Sciences

College of Business Home page

Academic Calendar

Academic Integrity Policy

Sbona Honors Program

Learning Assistance Resource Center (LARC)

<http://www.sjsu.edu/mktds/>

<http://www.sjsu.edu/cob/>

<http://www.sjsu.edu/calendars/>

http://www.sjsu.edu/studentconduct/Students/Student_Academic_Integrity_Process/

<http://www.sjsu.edu/cob/sbonahonors/>

<http://www.sjsu.edu/larc/>

Schedule of Assignments:

Solutions to the listed review questions will be linked to the schedule throughout the semester.

Class #	Date	Ch.	Topics, Cases, and Reading Assignments	Review Questions
1 2	JAN 26 Th JAN 31 T	1	Introduction to Business to Business Marketing	1,2,3,9,10
3	FEB 2 Th	2	BtB Environment: Customers, Organizations, & Markets	5,6,9,10
4 5	FEB 7 T FEB 9 Th	3	Organizational Buying & Buyer Behavior (last day to drop - Feb 6th.)	2-5, 9,10,
6	FEB 14 T		Introduction To Case Studies (Feb 14) (last day to add - Feb 13th.) Case assignment to be announced..	
7	FEB 16Th	4	Legal & Political Environment Chapter 4 discussion may begin on Feb 15.	2,5,6,12,13
8	FEB 21 T	4	Written Case Summary due - 50 points (Groups of 2) (Assigned on Feb 14th)	
9	FEB 23 Th		FIRST EXAM - CHAPTERS 1-4: 100 points	
10 11	FEB 28 T MAR 1 Th	5	Concepts & Context of Bus at http://www.sjsu.edu/aars/policies/latedrops/ iness Strategy	4,9,11,12
12 13	MAR 6 T MAR 8 Th	6	Market Research & Competitive Analysis	2,4,11
14	MAR 13 T	7	Segmenting, Targeting, & Positioning	2,8,11,13
15 16	MAR 15 Th MAR 20 T	8	Developing the Product, Service, and Value of the Offering (Announce second case study)	1,4-6,7,8
17	MAR 22 Th		SECOND EXAM - CHAPTERS 5-8: 100 points	
	Spring Break Mar 26- Mar 30			
18	APR 3 T	9	Innovation & Competitiveness	3,4,5,7
19 20	APR 5 Th APR 10 T	10	Pricing in Business to Business Marketing	5,7,8,9,10,16
21	APR 12 Th	11	Business Development & Planning	3,4, 5-10, 14
22 23	APR 17 T APR 19 Th	12	Business To Business Selling	1,2,4,5,9, 10,12
24	APR24 T		THIRD EXAM - CHAPTERS 9-12: 100 points	
25	APR 26 Th	13	Business to Business Branding	1,6,7,8,
26 27	MAY 1 T MAY 3 Th	14	Channel Relationships and Supply Chains	2,3,6,8,11
28	MAY 8T	15	Communicating with the Market Written Case Study Due - 150 points (Groups of 2-4) Case to be announced.	1,3,4,7
29	MAY 10 Th	16	Business Ethics & Crisis Management	1,4,6
30	MAY 15 T		Last Day of Classes - Ch. 16 continued.	
	MAY 22 Tuesday		FINAL EXAM 0715-0930	

The SJSU College of Business is the institution of opportunity in Silicon Valley, providing relevant business education through hands-on student learning and leadership development in a global business community and conducting research that contributes to business theory, practice and education.