

UNIVERSITY OF ILLINOIS at CHICAGO
FALL 2012

Marketing 476 (23261)
B2B Marketing
Course Time: 2:00-2:50
DH 230

Instructor: Kim Moon
Office: UH 2222/Phone: 312-413-9362
Office Hours: By Appointment Only
Email: kimmooon@uic.edu

TEXTS:

F. Robert Dwyer and John F Tanner, Jr, *Business Marketing: Connecting Strategy, Relationships and Learning*, McGraw-Hill Irwin 4th Edition, 2007, ISBN: 978 0 07 352990 5

COURSE DESCRIPTION:

This course covers the unique concepts and strategies applied when businesses market to other organizations and institutions. Prerequisite(s): MKTG 360.

PURPOSE:

This course is an elective for the Marketing major. The course has a managerial orientation with case studies that are used to support the lecture. Throughout the semester, students will use critical thinking skills to apply industrial marketing principles to solve business cases. This course seeks to bridge the gap between industrial marketing theory and practical application.

COURSE OBJECTIVES:

- To explore the various differences between business and consumer markets
- To explore the different approaches to business markets and the relationships between buyers and sellers
- To monitor and predict environmental influences (e.g. economic, political, technological, competition)
- To understand market opportunities, customer segmentation and market research to develop strategy
- To apply critical thinking skills in analyzing case studies and acquiring marketing information
- To gain experience working with project teams

COURSE REQUIREMENTS

Regular and on-time attendance
Participation in classroom discussion and meetings outside of class
Satisfactory completion of all assignments and examinations

COURSE STRUCTURE:

The course will be taught in weekly modules as per the attached course calendar. Students are responsible for reading the key concepts in the text prior to coming to class. Case studies and Videos will be used in class to allow students the opportunity to apply the core marketing principles. *You will not be allowed to use note cards for any oral presentations.*

ASSIGNMENTS:

Students are responsible for textbook reading assignments, case studies, one midterm assignment and a final group project. Generally, students can expect assignments to be graded within one week from the due date.

NOTE: If you do not receive a grade for an assignment within one week from the date of submission and/or after the assignments have been passed back in class, then it is likely that the instructor didn't receive your assignment. You will need to discuss this discrepancy with the instructor. It is the student's responsibility to ensure the instructor has received assignments in a timely manner. Similarly, it is the student's responsibility to check Gradebook frequently to ensure grades have been accurately posted. Please keep all graded assignments until the semester ends.

GRADING CRITERIA:

The letter course grade is determined by computing the following weights and numerical points for individual assignments:

3 Case Studies	300 pts
Midterm Assignment	300 pts
Final Group Project	200 pts
Final Oral Presentation	100 pts
Class Participation	100 pts

POLICY FOR LATE ASSIGNMENTS: You will lose 10% of your points for every day your assignments are late. However, you must turn in your late assignment no later than Friday of the week in which it is due. You will not have the weekend to work on any late assignment. You may submit an e-copy ON BLACKBOARD (NOT EMAIL) for a “date and time stamp”. In-Class Assignments CANNOT BE made up in the case of absences.

GRADING POINT SCALE:

900-1000	A
800-899	B
700-799	C
600-699	D
Below 600	F

IMPORTANT: Individual grades are to be held in strict confidence. Therefore, students are encouraged not to discuss grades or graded assignments. All questions and discrepancies regarding graded assignments should be directed to the instructor’s attention. A request to review graded assignments should be written on “3M Post-It Notes”. The instructor will review these requests outside of class and provide a response by the next class period.

COURSE CODE OF CONDUCT:

This course follows the guidelines set forth in the CBA code of honor. Any student that chooses to act dishonestly and violates the CBA Code of Honor will put his/her final class grade in jeopardy. In this case, a student will receive no higher than a “C” as a final course grade. Dishonest conduct includes but is not limited to plagiarism and copying another student’s work. Please refer to the CBA handbook for more information.

MIDTERM GRADES:

Please refer to the following link for advisory information on Midterm grades.
http://tiger.uic.edu/depts/oaa/advising/student_midterm.html

DISABILITY SERVICES NOTIFICATION:

Concerning disabled students, the University of Illinois at Chicago is committed to maintaining a barrier-free environment so that individuals with disabilities can fully access programs, courses, services, and activities at UIC. Students with disabilities who require accommodations for full access and participation in UIC Programs must be registered with the Disability Resource Center (DRC). Please contact DRC at (312) 413-2183 (voice) or (312) 413- 0123 (TDD).

CAMPUS POLICIES AND STUDENT NOTIFICATIONS:

Please refer to the Registrar's Office website for more information on additional policies and procedures.

http://www.uic.edu/depts/oar/current_students/campus_policies.html

COURSE CALENDAR (Subject to change):

DATE	LECTURE	VIDEOS/CASES	ASSIGNMENT DUE
W/O 8/27	Course and Syllabus Overview		
	Chap 1 Lecture		
	Video Discussion		
W/O 9/03	NO CLASS: LABOR DAY		
	Chap 2 Lecture		
	In Class Assignment		
W/O 9/10	Chap 3 Lecture		
	Chap 4 Lecture		
	In Class Assignment		
W/O 9/17	Chap 5 Lecture		Case Little Tykes pg 567
	Chap 6 Lecture		
	In Class Assignment	Black and Decker	
W/O 9/24	Chap 7 Lecture		
	Chap 8 Lecture		
	In Class Assignment		
W/O 10/01	Chap 9 Lecture		
	Chap 10 Lecture		
	In Class Assignment	Pepsico	
W/O 10/08	Chap 11 Lecture		
	Chap 12 Lecture		
	In Class Assignment	Segway	MIDTERM DUE
W/O 10/15	Chap 13 Lecture		
	Chap 14 Lecture		
	In Class Assignment	Ford & Firestone	
W/O 10/22	Midterm Review/Final		
	Chap 15 Lecture		
	In Class Assignment		
W/O 10/29	Chap 16 Lecture		Case TRO: pg 618
	Review: 3 Rivers Optical		
	In Class Assignment		
W/O 11/05	FINAL LECTURE		
	FINAL LECTURE		
	FINAL LECTURE		
W/O 11/12	FINAL LECTURE		
	EXCEPTIONAL PRESENTER		Case Pfizer Inc. (B) pg593
	EXCEPTIONAL PRESENTER		
W/O 11/19	EXCEPTIONAL PRESENTER		
	EXCEPTIONAL PRESENTER		
	THANKSGIVING HOLIDAY		What Makes Me Unique?
W/O 11/26	GROUP MEETINGS		
	PPT REVIEW IN CLASS		PPT DRAFT DUE
	FINAL Q & A MEETING		
W/O 12/03	FINAL PRESENTATIONS		E-COPIES & HC OF FINAL
	FINAL PRESENTATIONS	LAST DAY OF CLASS	
	NO CLASS	NO CLASS	