



Lesson Plan

Program: MBA **Semester:** IV **Course Code:** KMBN MK03 **Course Name:**
B2B AND SERVICES MARKETING

Course Objectives

To give students an exposure to the B2B & service marketing

(CO1) Make students have an understanding of B2B marketing and its characteristics

(CO2) To enhance knowledge of emerging trends in integrated marketing communication and

Distribution channel.

(CO3) To understand pricing strategy of B2B marketing and its impact on selling

(CO4) To analyze consumer behavior in service marketing

(CO5) To understand service delivery promises and gaps.

Session Duration: 60 minutes

Participants: MBA 2nd Year Students

Entry level knowledge and skills of students

- i. Terminology
- ii. Fundamentals of Marketing
- iii. Service Marketing Basics

Equipment required in Classroom/ Laboratory/ Workshop

- i. Smart Board
- ii. Projector
- iii. Computer



Assessment Schemes

S. No.	Criteria	Marks (150)
1	AKTU End Term Examination	100
2	Internal Evaluation Scheme	50
2(a)	Class Tests	30
2(a)(i)	Class Test-I	15
2(a)(ii)	Class Test-II	15
2(b)	Teacher Assessment (Continuous Evaluation)	20
2(b)(i)	Attendance	5
2(b)(ii)	Case Study/Topic Based Presentation	5
2(b)(iii)	*GD	10
	*MCQ Based Assignment	2

*GD alone-10 Marks, *GD & *MCQ Based Assignment (8+2) Marks

Course Outcomes (starting with action-oriented observable and measurable verb)

CO1.Understand and nature of B2B marketing

CO2. Ability to create an integrated marketing communications plan which includes promotional strategies

CO3.Define and apply knowledge of various aspects of managerial decision making related to pricing strategy and tactics

CO4. Be able to identify critical issues related to service design, such as identifying and managing customer service experience, expectations, perceptions and outcomes.

CO5. Use critical analysis to perceive service shortcomings in reference to ingredients to create service excellence.



L. No.	Topics	Sub Topics	Date of implementation	Pedagogy	CO-Covered	Faculty Sign	HoD's Remark with Date
Unit 1 Fundamentals of B2B marketing Organizational Buying Behavior (7 Hours)							
1.	Fundamentals of B2B marketing: Consumer market Vs Business market	B2B Market & Importance		Lecture	CO1		
2.	Classification of business products & customers, Elements of B2B offering	Criteria for effective B2B Marketing		Improved Lecture	CO1		
3.	Strategic tools for managing product offerings	Latest Trend & Strategic change in B2B		Improved Lecture	CO1		
4.	Organizational Buying Behavior: Organizational buying process,	B2B Buying Characteristics		Presentation	CO1		



5.	buying situations, buying grid, buying center	Buying center & its Importance		Case Study	CO1		
6.	Buyer seller relationships: Types, Managing relationships with suppliers, Customers and Distributors	How to manage key Partners of B2B		Improved Lecture	CO1		
7.	CRM process, Strategic alliances,	Relevance of CRM in B2B		Brainstorming	CO1		
Unit 2 Market communication & Marketing Distribution (7 Hours)							
8.	Market communication Brand expression	Relevance of Market communication		Lecture	CO2		
9.	Communication mix and customer acquisition process	Importance of Communication mix		Role Play	CO2		
10.	sales responsibilities	Role of sales responsibilities		Improved Lecture	CO2		



11.	relationship communication process, call preparation, selling to low-priority and high-priority customers	Process of call preparation, to customers		Improved Lecture	CO2		
12.	Value selling and consequences-order fulfilment-relationship building.	Trends in Value selling		Group Discussion	CO2		
13.	Marketing Distribution: Distinctive nature, Channel design, Managing and administering channel members	Marketing Distribution Role & Importance		Case let	CO2		
14.	Direct & Indirect channels,	Trends in Supply		Improved Lecture	CO2		



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Unit 3: Pricing & Negotiation & Managing the personal selling function (7 Hours)

15.	Pricing basics and objectives, Price models and skills	Pricing skills		Lecture	CO3		
16.	pricing tactics, Negotiated pricing	Role of pricing tactics,		Brainstorming	CO3		
17.	Price setting in B2B markets: 3 Cs of pricing	How to go for Price setting in B2B		Presentation	CO3		
18.	Customer and competition pricing strategy	Role of pricing strategy		Presentation	CO3		
19.	Price positioning , Roles of sales force in pricing,	Latest Trends of sales force in pricing,		Improved Lecture	CO3		



20.	Bid pricing, Internet auctions, Ethical aspects of B2B pricing.	Ethics in B2B pricing.		Expert lecture	CO3		
21.	Personal selling, Industrial sales force management, Sales force selection, Training, Control and evaluation	Role of Personal selling, Training, Control		Case let Presentation	CO3		
Unit 4 : Service Design (6 Hours)							
22.	Service Design: Services vis-à-vis goods	Trends of Services vis-à-vis goods		Group Discussion	CO4		
23.	Customer Expectations and Perceptions of Services	Importance of Customer Services		Lecture	CO4		
24.	Gaps Model of	Finding the Gaps		Case let	CO4		



	Service Quality	in Service Quality					
25.	Service innovation & Design	Latest Models of Service innovation & Design		Improved Lecture	CO4		
26.	Customer Defined Service Standards,	Service Standards,		Group Discussion	CO4		
27.	Physical Evidence	How to work Physical Evidence		Lecture & Discussion	CO4		
Unit 5: Delivering, Pricing and Managing Service Promise & Service Performance: (9 Hours)							
28.	Delivering Services: Role of Employees and Customers in service delivery	Role of Employees and Customers in service delivery		Improved Lecture	CO5		
29.	Demand and Capacity Management	Capacity Management		Presentation	CO5		
30.	Managing Service Promise:	Strategies Pricing		Case let	CO5		



	Pricing of Services: Pricing Considerations and Strategies,	of Services					
31.	Role of Advertising, Personal Selling	Importance of Advertising & Personal Selling		Workshop	CO5		
32.	Sales Promotion, Publicity and Public Relations.	Role of Publicity and Public Relations.		Lecture	CO5		
33.	Service Performance			Improved Lecture	CO5		
34.	Evaluating Success of Service Offering	Service Offering Importance		Lecture	CO5		
35.	Complaint handling, Recovery management	Complaint handling Relevance		Discussion	CO5		



36.	Service Guarantees	Importance of Service Guarantees			CO5		
Revision							
37.	Unit 1	Question Paper		Improved Lecture	1		
38.	Unit 2	Question Paper		Improved Lecture	2		
39.	Unit 2	Question Paper		Improved Lecture	2		
40.	Unit 3	Question Paper		Improved Lecture	3		
41.	Unit 3	Question Paper		Improved Lecture	3		
42.	Unit 4	Question Paper		Improved Lecture	4		
43.	Unit 5	Question Paper		Improved Lecture	5		
44.	Unit 5	Question Paper		Improved Lecture	5		

Text Books:

1. Services marketing, Zeithaml Valerie and Mary jo Bitner, Gremler & Pandit, Tata McGraw Hill.
2. Services Marketing, Lovelock, Christopher, Prentice Hall

Reference Books:

3.B2B Marketing, Hutt, M.D. & Speh, T.W., Cengage Learning

4.Business to Business Marketing, Ross Brennan, Louise Canning & Raymond McDowell, Sage Publications,



5. B2B Marketing Strategy: Differentiate, Develop and Deliver Lasting Customer Engagement, Heidi Taylor, Kogan page,

6. Innovative B2B Marketing: New Models, Processes and Theory, Simon Hall, Kogan

Journals:

Journal of Business-to-Business Marketing, Volume 29, Issue 1 (2022)

Journal of Business & Industrial Marketing

Electronic Database:

<https://www.tandfonline.com/toc/wbbm20/current>

<https://www.scimagojr.com/journalsearch.php?q=4700152803&tip=sid&clean=0>

<https://www.journals.elsevier.com/industrial-marketing-management>