
Jindal Global Business School
Course Outline

Course Title	B2B Marketing
Core or Elective	Elective
Program and Batch	MBA-2, IBM-4
Semester & Academic Year	Spring 2026
Credits	1.5
Discipline/Area	Marketing
Provide details if this course is a Prerequisite for any course/specialization	NA
Name of the Faculty Member/Course Instructor	Robin Roy
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Contact Details of Support Staff	jgbs-co@jgu.edu.in
Faculty Member's Open Office Day/s & Time	TBA

Introduction to the Course

B2B Marketing goes by many names – Industrial Marketing, Business Marketing, etc. Simply defined, it is the marketing of goods and services by one business to another. The term “Business” includes manufacturing companies, government undertakings, private sector organizations, educational institutions, distributors, dealers, etc.

The marketing of products and services to businesses is a major component of the marketing activity in any economy. This course explores the marketplace in which this activity takes place. It covers an understanding of the unique nature of the business customers' needs, and the complexities of developing an effective marketing strategy. It covers organizational buying behavior, and the unique characteristics of the B2B customer. In the process, it will help develop strategies and presentations to market products and services to this customer.

Course Learning Objectives

At the end of the course, students should be able to

- **CLO1:** Understand the concept of B2B marketing.
- **CLO2:** Understand the business marketing perspectives, organizational buying behaviour, and customer relationship management strategies for business markets.
- **CLO3:** Analyse segmenting of the business markets and estimate segment demand.
- **CLO4:** Develop product and service-related strategies in B2B marketing.
- **CLO5:** Manage business marketing channels effectively.

Programme Competency Goals

MBA Programme Competency Goals (PCGs)		MBA Programme Learning Objectives (PLOs)
		Students will be able to
1	Technological Agility: Ability to adopt relevant technologies for better business decision making.	1. Understand relevant business technologies 2. Understand future technologies in business domain
2	Responsible Global Citizenship: Ability to understand the interplay between local and global issues and to act with sensitivity towards ethical and social issues	3. Understand the interplay between local and global business issues 4. Demonstrate sensitivity towards ethical issues 5. Demonstrate sensitivity towards social issues 6. Address societal issues
3	Effective communication: Ability to effectively exchange ideas and information	7. Present their ideas with clarity 8. Prepare an organized and logical business document 9. Use technology for effective communication
4	Critical Thinking: Ability to identify, analyze business problems and propose effective solutions	10. Identify main issues of business problems 11. Examine information from different sources 12. Draw inferences from analysis 13. Evaluate alternatives 14. Summarize and conclude
5	Leadership: Ability to take initiative, inspire and collaborate with others	15. Take initiative 16. Contribute effectively in groups

PLO-PCG Assessments Mapping Matrix

Program Learning Objectives (PLOs)	Program Competency Goals (PCGs)	Course Assessment Item
This course helps you to develop the following Program Learning Outcomes:	This course helps you to develop the following Program Competency Goals:	This learning outcome will be assessed in the following items
PLO1, PLO3, PLO7, PLO10, PLO11, PLO12	PCG2, PCG3, PCG4	A1, A2, A3
PLO1, PLO3, PLO7, PLO10, PLO12, PLO13, PLO14	PCG1, PCG2, PCG3, PCG4, PCG5	A1, A2, A3
PLO1, PLO3, PLO4, PLO5, PLO7, PLO8, PLO9, PLO10, PLO11, PLO12, PLO13, PLO14	PCG1, PCG2, PCG3, PCG4, PCG5	A1, A2, A3, A4
PLO1, PLO4, PLO5, PLO7, PLO10, PLO12	PCG3, PCG4, PCG6	A1, A2, A3
PLO1, PLO6, PLO7, PLO8, PLO10, PLO11, PLO12	PCG2, PCG3, PCG4	A1, A2, A3, A4

Evaluation Schema

The course grade will be determined based on:

Assessment Task	Weightage (Percentage)	Nature (Individual/Group)	Week (or session) of Assessment	PLOs to be Assessed
A1: Class Participation/case discussion and classroom activities	10%	Individual	Continuous	PLO1, PLO3, PLO7, PLO10, PLO12
A2: Quiz	20%	Individual	Session 10/11	PLO1, PLO3, PLO10, PLO11, PLO12, PLO13
A3: Final Project Presentation	40%	Group	Session 13	PLO1, PLO4, PLO7, PLO10, PLO12, PLO13, PLO14
A4: End-term Examination	30%	Individual	In the JGU Examination period/week	PLO1, PLO3, PLO5, PLO7

Description of Assessments:

A1. Class Participation: It covers the ongoing class discussion and activities. This assessment will continue throughout the course. General conduct in classroom and the amount of contribution in class proceedings (both during lecture and group activities) – to be measured by instructor.

A2. Quiz: A quiz will be taken with multiple choice questions on the content taught in class to evaluate the learning of the student.

A3. Presentation/Final Group Project: The second last session (session 14) will be dedicated to student presentations. Presentations will be 8- 10 minutes long (including discussion). The project topics will be shared during the course period.

A4. End-term examination: The end-term examination will be of 30 marks for 1.5 hours. This will be an

invigilated exam held on the JGU campus according to the mode decided by CoE.

Rubrics for Assessment

Presentation/Final Group Project

Criteria	Excellent	Satisfactory	Can be Improved
	80%-100%	50%-79%	0%-49%
Application	Proper understanding of what can and can not be applied in the context along with a proper logic for the same	Some basic understanding of the applicability but not through a detailed and logical discussion	Illogical or factually wrong discussion related to the applicability of theory in the context
	Detailed discussion of the application of theory (guiding questions) to the context of the good or service chosen by the group	Some basic but inadequate discussion about the application of theory (guiding questions) to the context of the good or service chosen by the group	Glaring lack of linkage between theory and its application in the context of the good or service chosen by the group
Presentation Quality	Appropriate font size and background of the slides	Small font size or jarring backgrounds	Small or inconsistent font size or fonts and backgrounds which make reading difficult
	Logical linkage between the written and the spoken word	Some basic linkage between the content of the slide and what is being spoken	Very little or no logical link between what is on the slide and what is being spoken
	Adherence to time (Upto 10 Minutes of presenting)	Upto 12 minutes of presenting	More than 12 minutes of presenting
Theoretical Understanding (Judged through Q&A)	A proper understanding of the concepts and ability to field questions confidently	A basic understanding of the concepts and inability to provide to-the-point answers to questions	Very nascent understanding of the concepts and tendency to skirt questions

Pedagogy/Teaching Method:

The course will have a judicious mix of lectures, storytelling, experiential exercises, and cases. Here the onus of learning will be with the student, and the instructor will be a facilitator. Instead of learning 'what to do', the cases will also be used as examples of real-world phenomena where issues arise, and good and bad practices are seen. The key to learning this way is to see many examples and situations and learn inductive as well as deductive ways from students' and managers' different experiences.

Textbook / Other Readings

We have one reference textbook for this course. And, a set of useful readings, cases and exercises have carefully been chosen for you. More books and reading material will be communicated in class.

- **Textbook** : B2B Marketing: A South-Asian Perspective, 11e, Michael D. Hutt, Dheeraj Sharma, Thomas W. Speh, Cengage 2014.
- **Additional Reading(s)**: Business Marketing Management B2B, 12e, Michael D. Hutt, Thomas W. Speh, Cengage 2017
- **Journals**: Journal of Industrial Marketing

Session Plan

Session Details	Topics	PLOs Covered
Session 1	Introduction to Business-to-Business Marketing	PLO3, PLO10
Objective of the session	To provide an overview of B2B marketing and its application in business.	
Subtopics to be covered	Basic concept of B2B Differences between B2B and B2C Buyer-seller relation in B2B Classifying Goods for the Business Market	
Readings	Textbook (Chapter 1)	
Case Title & Number	NA	
Pedagogy	Class Discussion	
Session 2	Organizational Buying Behavior and Relationship Management	PLO3, PLO4, PLO5 and PLO10
Objective of the session	Understanding The Organisational Buying Process and the determinants of the behavior. Understanding Relationship Marketing in terms of Buyer-seller relationships in B2B situations	
Subtopics to be covered	Commercial Enterprises E-Procurement Government buying The Institutional Market Straight rebuy Modified rebuy Forces Shaping Organizational Buying Behavior Types of Relationships Value-Adding Exchanges Nature of Relationships Transactional Exchange Collaborative Exchange Switching Costs Measuring Customer Profitability	
Readings	Textbook (Chapter 2 and 3)	
Case Title & Number	Case: AnswerDash Product #: 516106-PDF-ENG HBS	
Pedagogy	Class discussion	
Session 3	Segmentation in the Business Market	PLO3, PLO4, PLO5
Objective of the session	Understanding how to segment the market and estimate the segment Understand segment demand	
Subtopics to be covered	Business Market Segmentation Requirements and Benefits. Bases for Segmenting Business Markets Estimating Segment Demand Methods of Forecasting Demand	
Readings	Textbook (Chapter 4)	
Case Title & Number	Case: Pintura Corporation: The Lena Launch Decision Product #: 917523-PDF-ENG HBS	
Pedagogy	Class discussion	
Session 4	Business Marketing Planning: Strategic Perspectives	PLO3, PL010
Objective of the session	Understanding Business Marketing Strategies for Global Markets	

Subtopics to be covered	Capturing Global Advantage in Rapidly Developing Economies Mapping Sources of Global Advantage The Cost Advantage The Market Access Advantage The Capabilities Advantage Global Market Entry Options- Exporting, Contracting, Strategic Global Alliances (SGA) and Joint Ventures Dilemma in Global Markets	
Readings	Textbook: Chapter 5	
Case Title & Number	NA	
Pedagogy	Class discussion	
Session 5	Business Marketing Strategies for Global Markets	PLO3, PLO4, PLO5, PLO6
Objective of the session	Understand the marketing strategies for the global markets in the context of B2B	
Subtopics to be covered	What are the marketing strategies Global market capturing Competitive position in the global market	
Readings	Textbook (Chapter 6)	
Case Title & Number	Case: Dendrite International Product #: 594048-PDF-ENG HBS	
Pedagogy	Class and case discussions	
Session 6	Guest Lecture-1	PLO1, PLO2, PLO3 and PLO10
Objective of the session	Bridge the theories of B2B marketing with practical expertise	
Subtopics to be covered	Dynamics of the B2B Market, challenges and opportunities	
Readings	As per the guest's agenda/suggestion	
Case Title & Number	NA	
Pedagogy	GL and Class discussion	
Session 7-8	Managing Products and Services for Business Markets	PLO3, PLO10
Objective of the session	Understanding the value of branding in B2B markets Understanding the Full Customer Experience along with Service Quality	
Subtopics to be covered	Building a Strong B2B Brand Brand-Building Steps A Systems Model for Managing a Brand Product Quality and Customer Value Product Positioning The Customer Experience Life Cycle Applying the Customer Experience Map Customer Experience Management Business Service Marketing: Special Challenges Dimensions of Service Quality Customer Satisfaction and Loyalty	
Readings	Textbook (Chapters 7, 8, and 9)	
Case Title & Number	Case: Dominion Motors & Controls Ltd. Product #: 589115-PDF-ENG HBS	
Pedagogy	A mix of lecture, class discussion	
Session 9	Managing Business Marketing Channels	PLO3 and PLO10
Objective of the session	Understanding the different channels and their design	

Subtopics to be covered	Direct Channels Indirect Channels	
	Channel Design Channel Administration Supply chain management	
Readings	Textbook (Chapter 10)	
Case Title & Number	Case: FormPrint Ortho500 Product #: 915535-PDF-ENG HBS	
Pedagogy	Class and case discussion	
Session 10	Pricing Strategy for Business Markets	PLO3, PLO4, PLO5 and PLO10
Objective of the session	Understanding how business customers define value is the essence of the pricing process.	
Subtopics to be covered	Benefits Sacrifices Value-Based Strategies The Pricing Process in Business Markets Price Objectives Demand Determinants Value-Based Pricing Illustrated Cost Determinants Competition Pricing across the Product Life Cycle	
Readings	Textbook (Chapter 12)	
Case Title & Number	Article: The B2B Elements of Value Product #: R1802D-PDF-ENG HBS	
Pedagogy	Class and case discussion	
Session 11	Business Marketing Communications: Advertising and Sales Promotions and Business Marketing Communications	PLO1, PLO2, PLO3 and PLO10
Objective of the session	Understanding The Role of B2B Advertising and Personal Selling	
Subtopics to be covered	Managing Business-to-Business Advertising Defining Advertising Objectives Measuring Advertising Effectiveness Measuring Impacts on the Purchase Decision The Measurement Program Managing Trade Show Strategy	
Readings	Textbook (Chapter 13)	
Case Title & Number	Case: Promontory, Inc. Product #: 917535-PDF-ENG HBS	
Pedagogy	Class and case discussion	
Session 12	Experiential Learning session	PLO3, PLO10, PLO11, PLO12, PLO13
Objective of the session	Hands-on experience with concepts and work in teams (students will learn how the changing market trends in accordance with consumer preferences influence market performance in the B2B industry from the perspective of social media communication)	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	Case: EMC2: Delivering Customer Centricity Product #: 511124-PDF-ENG HBS	
Pedagogy		
Session 13	Final Project Presentation	PLO 3, PLO4, PLO5, PLO10, PLO12, PLO15 and
Objective of the session	Presentation of Endterm projects- Assess students' learning and understanding of concepts through their projects.	

Subtopics to be covered	NA	PLO16
Readings	NA	
Case Title & Number	NA	
Pedagogy	Class presentation and discussion	
Session 14	Reading & Revision Week/ Examination Week*	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	
Session 15	Reading & Revision Week/ Examination Week*	
Objective of the session	NA	
Subtopics to be covered	NA	
Readings	NA	
Case Title & Number	NA	
Pedagogy	NA	

*Elective Endterm Examinations may take place in the last week of classes.

Disability Support

JGU endeavours to make all its courses accessible to students. The Disability Support Committee (DSC) has identified conditions that could hinder a student's overall well-being. These include physical and mobility related difficulties, visual impairment, hearing impairment, mental health conditions and intellectual/learning difficulties e.g., dyslexia and dyscalculia. Students with any known disability needing academic and other support are required to register with the Disability Support Committee (DSC) by following the procedure specified at <https://jgu.edu.in/disability-support-committee/>

Students who need support may register any time during the semester up until a month before the end semester exam begins. Those students who wish to continue receiving support from the previous semester, must re-register within the first month of a semester. Last minute registrations and support might not be possible as sufficient time is required to make the arrangements for support.

The DSC maintains strict confidentiality about the identity of the student and the nature of their disability and the same is requested from faculty members and staff as well. The DSC takes a strong stance against in-class and out-of-class references made about a student's disability without their consent and disrespectful comments referring to a student's disability.

All general queries are to be addressed to disabilitysupportcommittee@jgu.edu.in

Disclaimer: This course outline including assessments, sessions and/or readings may be revised during the semester if such need arises.