Bus 233 - Business to Business Marketing
June 1- 26, 2017
Monday, Thursday, 6 pm - 10 pm

Instructor Information
Robert P. Vitale
Email: robert.vitale@sjsu.edu
Office: 760BT: Phone: 924-3532
www.cob.sjsu.edu/facstaff/vitale_r/index.htm

Office Hours: Before class as needed.

Students Please Note:
I intend to provide a course that is useful to all class members – students without any business­
to-business marketing experience as well as those of you that are working in this area. To do so
requires a flexible definition of class projects and assignments. You will each select how you
finish the course; with either a take-home case, a project and presentation related to your
current work (groups of two), or a final examination. I will provide additional information at our
first class session. You can help in this effort. At the end of this syllabus is a brief questionnaire.
By filling out the questionnaire and returning it to me as soon as possible, I will have
information that will allow me to tailor the course to the class.

Thank you,
Rob Vitale

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 Textbook
Vitale, Giglierano, & Pfoerstch, Business to Business Marketing; Analysis and Practice,

Text is available (new, used, rental) online (Amazon and other sellers), and from the
Spartan Bookstore. Please plan ahead - online sources can take 10-14 days to get the
book to you and you are expected to have read two chapters for the first class.

Required Reading
Cases:
Dominion Motors & Controls, Harvard Business School, 1989
Required Cases from Text:
Case 1: LastMile Corporation
Case 4: Marketing Plastics Resins: GE and BW II
Case 5: Automotive Headlamps: The Paradigm Shift from Glass
Case 6: Makrolon: The High-Tech Material.
Case 7: Sensacon

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

Students have the opportunity to subscribe at reduced rates, Contact me if interested.

Marketing Is Everything, McKenna, Harvard Business Review, Jan-Feb 1991

HBR publications are available directly from Harvard Business Review (~$6.25), other sources online, and from the MLK Library.


Other readings as assigned throughout the course.

The following materials are required by SJSU policy:

**College Policies, Classroom Protocol and Participation Expectations**
You are expected to conform to generally accepted notions of professionalism typically observed in the adult business world.

Lucas College of Business policies are available at [www.sjsu.edu/cob/students/policies/index.html](http://www.sjsu.edu/cob/students/policies/index.html)

SJSU student conduct policies are available at [http://www.sjsu.edu/studentconduct](http://www.sjsu.edu/studentconduct) University-wide policy information, listed below, relevant to all courses, is available on Office of Graduate and Undergraduate Programs’ [http://www.sjsu.edu/gup/syllabusinfo/#GenExRightResp](http://www.sjsu.edu/gup/syllabusinfo/#GenExRightResp) and are incorporated here, as applicable, by reference. Links to the following University policies are included:

- General Expectations, Rights and Responsibilities of the Student
- Workload and Credit Hour Requirements
- Attendance and Participation
- Accommodation to Students' Religious Holidays
- Dropping and Adding
  
  Additionally, see below the add/drop policy specific to this course.

**Consent for Recording of Class and Public Sharing of Instructor Material**

Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”

**Academic integrity**

Your own commitment to learning, as evidenced by your enrollment at San Jose State University and the University’s integrity policy, require you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development.

**Campus Policy in Compliance with the American Disabilities Act**

If you need course adaptations or accommodations, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. Presidential Directive 97-
03 requires that students with disabilities requesting accommodations must register with the AEC (Accessible Education Center) to establish a record of their disability.

**Student Technology Resources**

**SJSU Peer Connections**
Peer Connections provides free tutoring and mentoring designed to assist students in the development of their full academic potential. Tutors are trained to provide content-based tutoring in many courses as well as writing and study skills assistance.

**SJSU Writing Center**
The SJSU Writing Center is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers.

**SJSU Counseling and Psychological Services**
The SJSU Counseling and Psychological Services is located on the corner of 7th Street and San Carlos in the new Student Wellness Center, Room 300B.

In addition to these resources and policies, 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 sidebar 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.

**Academic Integrity**
Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person’s ideas without giving proper credit) will result in a failing grade and sanctions by the University. If you would like to include in your assignment any material you have already submitted, or plan to submit for another class, please note that SJSU’s Academic Policy F06-1 requires approval of both instructors.

**Electronic Devices:** Turn off all electronic devices (headsets, MP3 players, smart watches, cell phones, etc.), before entering class. If a cell phone, or other such device goes off during class the class may receive an unannounced 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, calculators 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 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.

**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

**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 and readings and any additional readings as assigned or required for the full development of classroom discussions.

**Exams:**
1. **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.
2. Only documented illness/extreme emergency will justify make-ups.
3. **All** make-up exams are cumulative, essay format and will be given either at the end of this semester or during the next semester.
4. 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.
5. **Final Exam Sessions:** 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.

**Pre-requisites and grade regulations:**
Pre-requisites will be enforced. The “+/−” grading alternative will be used.

Since MySJSU reports grades as soon as available, phone calls and emails requesting grades will not be returned.

**Office hours:** Student visits are always welcomed. You are encouraged to communicate with me on individual matters primarily during scheduled office hours, through email, 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 announced 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, grade forgiveness, etc. 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 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.
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<tr>
<th>Class #</th>
<th>Date</th>
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<th>Topics, Events, and Assignments</th>
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| 1      | JUN 1 Th   | 1,2 | Introduction to Business to Business Marketing  
BtB Environment: Customers, Organizations, & Markets  
**Discuss Marketing Myopia**, Levitt, HBR  
Of particular interest are the differences between consumer marketing and business-to-business marketing. Most of “the rules” of consumer markets – which are usually the bulk of marketing education – just don’t apply. This is the foundation material for the course. After this evening, regardless of experience, all class members should be “on a level playing field.” |
| 2      | JUN 3 Sat  | 3,4, C1 | Organizational Buying & Buyer Behavior  
When do you get involved in your customer’s decision process? How do you create an opportunity to influence your customer’s need description/specification?  
Legal & Political Environment  
**Discuss C1, “Last Mile.”**  
Discuss Dominion Motors.  
Previously, students have been surprised regarding the extent of business legislation that impacts professional activities in business to business marketing, particularly related to pricing. Antitrust issues and, in particular, the Robinson-Patman Act - ("The price discrimination act"). |
| 3      | JUN 5 M JUN 8 Th | 5 | Concepts & Context of Business Strategy  
**Discuss** Marketing Is Everything, McKenna, HBR  
This HBR paper by McKenna is the foundation of our discussion of Business Development and Market Ownership.  
Gartner Magic Quadrangle |
| 4      |            |     | Potential Guest Speaker  
Market Research & Competitive Analysis  
Segmenting, Targeting, & Positioning |
| 5      | JUN 12 M   | 6,7 | Midterm Measurement  
Developing the Product, Service, and Value of the Offering  
Innovation & Competitiveness  
**Discuss/Introduce Sensacon (C7)** |
| 6      | JUN 15 Th  | 8 9 | Potential Guest Speaker  
Innovation & Competitiveness (continued)  
Pricing in Business to Business Marketing |
| 7      | JUN 19 M   | 9 10 | Business Development & Planning  
Chapters 8, 9, 10, and 11 will “flow together” depending on the level of student interest and class discussion. The concept of Market Ownership is expanded and, as noted, is the foundation of our discussion of Business Development.  
**Discuss Case Trilogy: Marketing Plastics Resins: GE and BW II, Automotive Headlamps: The Paradigm Shift from Glass, Makrolon: The High-Tech Material.** |
| 8      | JUN 22 Th  | 11, C4, C5, C6 | Business To Business Selling  
Channel Relationships and Supply Chains |
| 9      | JUN 24 Sa  | 12 14 | **Discuss** C2, “Sensacon.”  
Communicating with the Market  
Business Ethics & Crisis Management |
QUESTIONNAIRE FOR BUS 233 STUDENTS
ESTABLISHING THE CLASS FOUNDATION

Name (print, L, F, MI) __________________________________________________________________________

Name you like to be called: ___________________________ Today’s date ______________________________

Are you working this semester? _____yes _____no

If yes, where? _______________________________________________________________________________

Title/Position __________________________________________________________ # of years ____________

Undergraduate Degree: (Discipline) ___________________ From ______________________________

Marketing Responsibilities/Experience? _____yes _____no

If yes, check all that apply:

____ Consumer Marketing                        ____ Business to Business Marketing

____ Retailing                                ____ Commodity products

____ Consumer products                        ____ Hi-Tech products

____ product development                      ____ New venture/business development

____ Market Research                          ____ Product development

____ Sales/Sales Management                   ____ Market Research

____ Channel marketing                        ____ Sales/Sales Management

Please describe your area of expertise.
Include any additional information that you believe may be pertinent.

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Thank You!

Please return to:
Robert Vitale
Fax: 408-924-3445
email: Robert.Vitale@sjsu.edu