

MARK 3510 B2B
Spring 2018

Monday & Wednesday 9:00-10:20 LSK 1003

Instructor: Prof. Eugene R. Raitt
Office: LSK4016C
Email: generaitt@ust.hk
Office Hour: By appointment

Teaching Assistant: Pauline Chan
Office: LSK4025
Email: paulinechan@ust.hk
Office Hour: By appointment

Learning Objectives

In this course, we will learn what makes B2B marketing different from B2C, explore the commonalities to see what principles we can apply, understand the supply chain and how marketers can leverage this knowledge, examine various case studies from B2B to validate principles (or not!), and eventually to have a thorough understanding of the unique challenges and opportunities presented by the B2B market.

Course format

Lecture

In this course, we will primarily rely on lectures with notes. However, there will be videos, case studies, online readings, and other supplementary material. We may have one or two guest lecturers during the semester depending upon their availability and timing. The lectures will closely follow the chapters of the assigned textbook, and the ppt slides will provide a detailed summary of each chapter.

As the text contains a significant amount of material, it will NOT be possible to cover every single element of each chapter in class. However, we will cover the most important elements. Students will nevertheless be responsible for reading the text book as it's possible that not all chapters may be fully covered during the semester.

Textbook

Michael D. Hutt & Thomas W. Speh; Business Marketing Management b2b, 10th Edition. (Note: the 11th edition is the most current, but contains only a few differences and is far more expensive, hence we'll be using the 10th edition.)

Course Materials

Cases and readings: These will normally be presented during class. However, periodically there will be assigned reading PRIOR to class, in which case the material will be posted on the class website in Canvas.

Lecture slides: Lecture slides will be provided on the course website. Normally slides will be posted prior to the class, but will NOT contain any other supplementary material presented during class. Any additional material will be posted AFTER class.

Course mailing list and website

A class mailing list is set up to disseminate information and make announcements. All students that have enrolled in this course are automatically included in this list.

The course website is on Canvas (<https://canvas.ust.hk/>). Lecture slides, announcements, and other materials will be regularly posted to this site. Please contact the TA if you have trouble logging in or accessing the materials.

Coursework and Assessment

The coursework requirements are listed in the following table:

<i>Coursework</i>	<i>Points (%)</i>
First Exam	30
Second Exam	30
Third Exam	30
Class Participation	8
Professor's Discretionary Participation	5
Research Credit	2
TOTAL	105

Exams

There will be three exams during the semester, all weighted equally. Thus there is no “mid-term” or “final”, as each exam will ONLY cover material discussed and presented during the period immediately prior to each exam.

In case you are not able to take the exams on the scheduled time due to serious illness or circumstances, the school policy on “Illness or Other Circumstances Affecting Assessment” will be followed (see below). Only students with approved exceptions will be allowed to take a make-up examination. Students with denied exceptions will not earn any points for missing any exam.

Exams will be given during the normal class schedule in the assigned room. Exams will be open resource, i.e. you may refer to your notes and class slides, but no internet access is allowed.

ILLNESS OR OTHER CIRCUMSTANCES AFFECTING ASSESSMENT (UG Academic Regulation:7.5)

If students wish the University to take into account illness or some other extenuating circumstances that have affected their performance in an examination, or ability to attend an examination, or to complete other assessment activities, they must report the circumstances of the case in writing and provide appropriate documentation to ARRO within one week of the scheduled date of the assessment activity. The Director of ARRO will review the case and make a recommendation to the relevant Dean, the Dean's designate or the Director of IPO. (http://arr.ust.hk/reg/em/em_std_reg/reg_makeup.html).

Please go to <http://arr.ust.hk/reg/forms/EX-16.pdf> to download the Report on Illness or Other Circumstances Affecting Assessment Form.

Class Participation

You are expected to attend every class and be on time. However, attendance itself is not sufficient to earn a good class participation grade. Learning in this class depends heavily on your willingness to expose your insights and viewpoints to the critical judgment of your classmates. Thus, you are expected to be prepared for class by reading the assigned materials and contributing to class discussions. To encourage discussions, I may randomly call on students to volunteer their point of view about the assigned readings/cases. Don't be afraid to express your opinions. Remember, there are often no right or wrong answers in class discussions. Instead, good answers and ideas are discovered via collaborative discussion together.

Professor's Discretionary Participation Award

To encourage MORE participation, I may award up to an additional 5 points to certain qualifying students. The objective of this incentive is to encourage sharing students' critical thinking, questioning, commentary, etc. within the class for discussion. Often, these types of discussions lead to deeper and more long-term learning opportunities.

Research Credit

HKUST is a research institution. We, therefore, encourage students to earn research credit. Students enrolled in marketing classes are expected to earn 2 research credits (worth 2% of the grade). This can be done by either participating in two research experiments (1 hour each) or completing two research assignments. Details will be posted on the course website.

Grading Standards

Grading

No letter grade will be assigned for individual tests or assignments. Final grades will be curved, based on your performance as compared to the rest of the class.

appeal procedure

Out of fairness for other students, I generally do not entertain requests for re-grading an exam. If you believe, however, that your answer on a particular question of an exam has been misunderstood, you need to submit a request to be reevaluated **within one week** of receiving your score. Please attach a typed note to your exam with your name, student ID, and a short explanation for why you feel your answer deserves more points. Explanations should be specific and pertain to **the content of the question** only. Thus explanations like "I worked really hard and deserve more points" or "My answer on this question is better than X's" will not be acceptable. Please note that a re-evaluation request for a particular segment of the exam will lead to a complete re-evaluation of the entire exam. Thus, this comprehensive re-evaluation may cause your overall score to go up, stay the same, or go down. I will return your final grade within one week of receiving your request.

Instructor as a resource

Concerns, clarifications about the course materials, and any form of feedback are welcome. If there are concerns about course-related issues, bring them to my attention as soon as possible. Do not wait till the end of the quarter to have them resolved. If you wish to see me outside class, please schedule an appointment either in class or through email. If you wish to contact your TA, please directly contact her via email to set up an appointment.

Academic Integrity

Students are required to maintain the highest standards of academic integrity. You are expected to work independently (or with your teammates for team assignment) on all exams and assignments. Breaches of these

standards of academic integrity include, but not limited to, cheating, plagiarizing, consulting external sources (including the Internet) in completing an assignment, test, or project in which such behaviors are prohibited.

Important Things To Note

1. Please do any assigned readings before class, and review the slides for each chapter.
2. Please turn off your cell phone ringer before the class begins.
3. Punctuality is important! Coming late will affect your participation grade.
4. All deadlines will be strictly enforced. Late submissions will not be graded and no make-up assignments will be allowed.
5. Please bring a name plate for yourself. Please remember to bring it to every class.

TENTATIVE COURSE SCHEDULE

**Any changes will be announced either in class or through email/course website in advance.

Updated 2018-2-1

Class	Day	Date	Topic	Notes
1	Mon	Feb 5	Course Introduction	
2	Wed	Feb 7	Chapter 1: A Business Marketing Perspective	Review slides
3	Mon	Feb 12	Chapter 1: continued	
4	Wed	Feb 14	Chapter 2: Organizational Buying Behaviour	
/	Fri	Feb 16	Chinese New Year	
5	Wed	Feb 21	Chapter 2: continued	
6	Mon	Feb 26	Chapter 3: CRM strategies for business	
7	Wed	Feb 28	Chapter 3: continued	
8	Mon	Mar 5	Chapter 4: Segmenting the Business Market & Estimating Demand	
9	Wed	Mar 7	Chapter 4: continued	
10	Mon	Mar 12	Chapter 1-4 Review	Prepare questions in advance
11	Wed	Mar 14	First Exam	
12	Mon	Mar 19	Exam Review; Chapter 5: Marketing Planning-A Strategic Perspective	
13	Wed	Mar 21	Chapter 6: Marketing Strategies for Global	
14	Mon	Mar 26	Chapter 7: Product Management	
15	Wed	Mar 28	Chapter 8: Innovation & Product Development	
/	Mar 30 & Apr 4		Mid-Term Break	
/	Mon	Apr 9	No Class	
16	Wed	Apr 11	Chapter 9: Managing Services	
17	Mon	Apr 16	Chapter 5-9 Review	Prepare questions in advance
18	Wed	Apr 18	Second Exam	
19	Mon	Apr 23	Exam Review; Chapter 10: Managing Marketing Channels	
20	Wed	Apr 25	Chapter 11: Supply Chain Management	
21	Mon	Apr 30	Chapter 12: Pricing Strategies	
22	Wed	May 2	Chapter 13: Sales Promotion	
23	Mon	May 7	Chapter 14: Managing the Personal Selling Function	
24	Wed	May 9	Chapter 10-15 review	
		TBA	Third Exam	

