

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Business to Business and Business to Government Marketing

COURSE NUMBER: MBA 7606

PREREQUISITE: MBA 7600

COURSE DESCRIPTION:

This course examines the importance and impact of marketing products and services to other businesses and organizations in the economy, the unique nature of business customer's needs, and the different marketing strategies that can be employed to meet those needs. Topics include exploring business markets and business marketing; creating value for business customers; designing product and channel strategies; establishing strong communications; building strong sales and pricing; and managing programs and customers. Attention will also be given to requirements needed in marketing to the government.

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

Students will demonstrate understanding of key business to business (B2B) marketing concepts, how B2B markets are organized, and the differences between B2B and business to consumer marketing (B2C).

Learning Objectives: The student will:

- A-1 Categorize the similarities and differences between B2B and B2C marketing.
- A-2 Define the marketing concept and identify how B2B Marketing is aligned with the firm's overall marketing concept.
- A-3 Describe the meaning of value as it relates to B2B Marketing.

GOAL B:

Students will learn how a sound B2B marketing strategy supports the overall strategic goals of a company and explore the importance of marketing research and segmentation to an effective B2B marketing strategy.

Learning Objectives: The student will:

- B-1 Differentiate between B2B marketing strategies used to capture new customers versus retaining existing customers.

