

## OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

<b>Course Code and Number:</b> BUS 321		<b>Number of Credits:</b> 3 <a href="#">Course credit policy (105)</a>																	
<b>Course Full Title:</b> Business Marketing Management																			
<b>Course Short Title (if title exceeds 30 characters):</b>																			
<b>Faculty:</b> Faculty of Professional Studies		<b>Department (or program if no department):</b> School of Business																	
<b>Calendar Description:</b> The dollar volume of transactions made by industrial and business buyers is significantly greater than the ultimate consumer market. This course exposes students to the managerial challenges faced by organizations that market products and services to these buyers, emphasizing organizational buying behaviour, business marketing strategy, and supply/distribution chain management.																			
<b>Prerequisites (or NONE):</b>		45 university-level credits including BUS 221.																	
<b>Corequisites (if applicable, or NONE):</b>		None																	
<b>Pre/corequisites (if applicable, or NONE):</b>		None																	
<b>Equivalent Courses (cannot be taken for additional credit)</b> Former course code/number: Cross-listed with: Equivalent course(s): <i>Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.</i>		<b>Transfer Credit</b> Transfer credit already exists: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Transfer credit requested (OREg to submit to BCCAT): <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (if yes, fill in transfer credit form) Resubmit revised outline for articulation: <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No To find out how this course transfers, see <a href="http://bctransferguide.ca">bctransferguide.ca</a> .																	
<b>Total Hours: 45</b> <b>Typical structure of instructional hours:</b> <table border="1"> <tr> <td>Lecture hours</td> <td>37</td> </tr> <tr> <td>Seminars/tutorials/workshops</td> <td></td> </tr> <tr> <td>Laboratory hours</td> <td></td> </tr> <tr> <td>Field experience hours</td> <td></td> </tr> <tr> <td>Experiential (practicum, internship, etc.)</td> <td></td> </tr> <tr> <td>Online learning activities</td> <td>8</td> </tr> <tr> <td>Other contact hours:</td> <td></td> </tr> <tr> <td><b>Total</b></td> <td><b>45</b></td> </tr> </table>		Lecture hours	37	Seminars/tutorials/workshops		Laboratory hours		Field experience hours		Experiential (practicum, internship, etc.)		Online learning activities	8	Other contact hours:		<b>Total</b>	<b>45</b>	<b>Special Topics</b> Will the course be offered with different topics? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, different lettered courses may be taken for credit: <input type="checkbox"/> No <input type="checkbox"/> Yes, repeat(s) <input type="checkbox"/> Yes, no limit <i>Note: The specific topic will be recorded when offered.</i>	
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<b>Total</b>	<b>45</b>																		
		<b>Maximum enrolment (for information only):</b> 25 <b>Expected frequency of course offerings (every semester, annually, every other year, etc.):</b> Annually																	
<b>Department / Program Head or Director:</b> Dr. Frank Ulbrich		<b>Date approved:</b> November 2016																	
<b>Faculty Council approval</b>		<b>Date approved:</b> December 9, 2016																	
<b>Campus-Wide Consultation (CWC)</b>		<b>Date of posting:</b> January 20, 2017																	
<b>Dean/Associate VP:</b> Dr. Tracy Ryder Glass		<b>Date approved:</b> December 9, 2016																	
<b>Undergraduate Education Committee (UEC) approval</b>		<b>Date of meeting:</b> February 24, 2017																	

**Learning Outcomes**

Upon successful completion of this course, students will be able to:

- LO 1. Differentiate between business marketing and consumer marketing strategies and practices;
- LO 2. Analyze business marketing challenges and make recommendations on how they can be resolved using effective business marketing strategies;
- LO 3. Write a range of business communications, including memos, research proposals, progress reports, and industry research reports;
- LO 4. Conduct primary and/or secondary research on business marketing trends within a chosen industry;
- LO 5. Demonstrate effectiveness in working as a member of a team.

**Prior Learning Assessment and Recognition (PLAR)**

☒ Yes ☐ No, PLAR cannot be awarded for this course because

**Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)**

Lectures, seminars, simulations, and student directed learning.

**Grading system:** Letter Grades: ☒ Credit/No Credit: ☐ Labs to be scheduled independent of lecture hours: Yes ☐ No ☒

**NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.**

**Typical Text(s) and Resource Materials (if more space is required, download Supplemental Texts and Resource Materials form)**

Author (surname, initials)	Title (article, book, journal, etc.)	Current ed.	Publisher	Year
1. Hutt, M.D., & Speh, T.W.	Business Marketing Management	<input checked="" type="checkbox"/>	South-Western Cengage Learning	
2.		<input type="checkbox"/>		

**Required Additional Supplies and Materials (software, hardware, tools, specialized clothing, etc.)**

Students may be required to purchase a license for a B2B simulation, such as Markstrat B2B.

**Typical Evaluation Methods and Weighting**

Final exam:	25%	Assignments:	10%	Midterm exam:	20%	Practicum:	-
Quizzes/tests:	5%	Lab work:	-	Field experience:	-	Shop work:	-
Project/simulation:	30%	Class participation:	10%	Other:	-	Total:	100%

**Details (if necessary):** Students may have the option of writing and presenting an industry research report in lieu of the final exam.

**Typical Course Content and Topics**

Module One: The environment of business marketing

- The marketer's objective
- Business marketing versus consumer marketing: similarities and differences
- Derived demand
- Supply chain management
- Value proposition
- In-class exercise (LO 1)

Module Two: Managing relationships in business marketing

- Organizational buying behaviour
- Customer relationship management strategies
- Business models and competitive advantage
- B2B simulation quiz (LO 5)
- Case study assignment (LO 2, 3)

Module Three: Assessing market opportunities

- The segmentation process
- Demand forecasting
- Business models
- B2B simulation performance status report (LO 2, 3, 5)
- Mid-term Exam (LO 1, 2)

Module Four: Formulating business marketing strategy

- Managing products for business markets
- New industrial product development
- Managing business marketing channels
- Logistics
- Pricing strategies for business markets
- Business marketing communications
- B2B simulation final report (LO 2, 3, 5)

- Final Exam (or industry research report and presentation) (LO 2, 4)