

MKTG 3720 - Business to Business Marketing

Fall 2026 Syllabus, Section 01, CRN 41189,

Credit hours: 3

Instructor

Elizabeth Brauer

Email: eabrauer@ysu.edu

Public Instructor Information

Assistant Professor

D.B.A., Marketing, West Virginia University, 2026

M.Ed., Education, Robert Morris University, 2016

M.A.T., English Communications, University of Pittsburgh, 1998

B.A., English, University of Pittsburgh, 1997

Williamson Hall, Room 3357

Office Phone: 330.941.1893

Course Description

3720. Business to Business Marketing. Characteristics of Manufacturers' goods, channels of distribution, functions of intermediates, distribution costs, marketing research, government control, and legal limitations. Product policies, service policies, packaging policies, price policies. Industrial advertising organization, planning and budgeting, uses of advertising agencies and national advertising media, sales manuals, dealer helps. Prereq.: MKTG 3703, 2.5 GPA. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Required	Business Marketing Management: B2B (13th ed.)	Hutt, M. D., Speh, T. W., & Hoffman, D. E.	978-0-357-71823-0

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Schedule of Topics and Assignments

Day	Date	Reading(s)	Proposed Topic	Due/To Prepare for Class
Tue	8/25	Read the syllabus; Review Blackboard; Purchase the textbook.	Course Introduction: B2B vs. B2C; Characteristics of Manufacturers' Goods; Course Overview and Expectations	Due 8/25 at 11:59pm: lms_1782819_1
Thu	8/27	Chapter 1	Buying Center Basics; B2B Customer Decision Journey; Group Assignments for Semester Project	Due 8/27 at 12:40am: lms_1782849_1
Tue	9/1	Chapter 2	Organizational Buying Behavior: Decision Criteria and Process	Due 9/1 at 12:40am: lms_1782850_1
Thu	9/3	Chapter 2	Marketing Research in B2B; RFP Thinking Workshop	Due 9/3 at 12:40am: lms_1782851_1 Due 9/3 at 1:45pm: lms_1782854_1

Tue	9/8	Chapter 3	Group 1 – Discussion Leader Customer Relationship Management: Account Tiering, Profitability, and Retention	Due 9/8 at 12:40am: Ims_1782852_1 Due 9/8 at 8am: Ims_1783027_1
Thu	9/10	Chapter 3	Customer Profitability and Retention; Project Charter Work	Due 9/10 at 12:40am: Ims_1782853_1 Due 9/10 at 1:45pm: Ims_1782974_1
Tue	9/15	Chapter 4	Group 2 – Discussion Leader Segmenting the Business Market: Bases, Target Selection, and Demand Drivers	Due 9/15 at 12:40am: Ims_1783080_1 Due 9/15 at 8am: Ims_1783297_1 Ims_1783299_1
Thu	9/17	Chapter 4	Target Selection and Demand Drivers – CHECKPOINT 1 DUE by 11:59pm	Due 9/17 at 12:40am: Ims_1783082_1 Due 9/17 at 11:59pm: Ims_1783303_1
Tue	9/22	Chapter 5	Group 3 – Discussion Leader Business Marketing Planning: Cross-Functional Strategy and Positioning	Due 9/22 at 12:40am: Ims_1783083_1
Thu	9/24	Chapter 5	Positioning in B2B; Positioning Statement Clinic	Due 9/24 at 12:40am: Ims_1783084_1 Due 9/24 at 1:45pm: Ims_1783293_1
Tue	9/29	Chapter 6	Group 4 – Discussion Leader Global B2B Strategy and ESG: International Constraints and Stakeholder Requirements	Due 9/29 at 12:40am: Ims_1783286_1 Due 9/29 at 8am: Ims_1783302_1
Thu	10/1	Chapter 6	ESG and Stakeholder Requirements; Application Workshop	Due 10/1 at 12:40am: Ims_1783287_1 Due 10/1 at 1:45pm: Ims_1783296_1
Tue	10/6	Chapter 7	Group 5 – Discussion Leader Product Policy: Value Proposition, Specs-to-Value, and Packaging/Service Policies	Due 10/6 at 12:40am: Ims_1783345_1 Due 10/6 at 8am: Ims_1783352_1
Thu	10/8	Chapter 7	Packaging Policies and Specs-to-Value; Service Policies – CHECKPOINT 2 DUE	Due 10/8 at 12:40am: Ims_1783346_1 Due 10/8 at 11:59pm: Ims_1783355_1 Due 10/8 at 1:45pm: Ims_1783349_1
Tue	10/13	Chapter 8	Group 6 – Discussion Leader New Industrial Product Development: Innovation, NPD Process, and Adoption	Due 10/13 at 12:40am: Ims_1783347_1 Due 10/13 at 8am: Ims_1783354_1
Thu	10/15	Chapter 8	Pilot/Test Planning and Adoption; Midterm Review	Due 10/15 at 12:40am: Ims_1783348_1 Due 10/15 at 1:45pm: Ims_1783351_1
Tue	10/20	Midterm Exam	MIDTERM EXAM – Chapters 1–8	Due 10/20 at 1:45pm: Ims_1783495_1
Thu	10/22	Chapter 9	Service Strategies; SLAs; Cost-to-Serve Implications	Due 10/22 at 12:40am: Ims_1783538_1 Due 10/22 at 1:45pm: Ims_1783543_1

Tue	10/27	Ch. 10 + FTC Reading	Group 7 — Discussion Leader Channel Strategy: Intermediaries, Channel Design, and Legal Constraints	Due 10/27 at 12:40am: Ims_1783539_1 Due 10/27 at 8am: Ims_1783546_1
Thu	10/29	Ch. 10 + FTC Reading	Channel Governance and Conflict; Legal Mini-Pack — FTC Exclusive Dealing	Due 10/29 at 12:40am: Ims_1783540_1 Due 10/29 at 1:45pm: Ims_1783544_1
Tue	11/3	Chapter 11	Distribution Costs and Supply Chain Resilience	Due 11/3 at 12:40am: Ims_1783541_1
Thu	11/5	Chapter 11	Channel and Cost-to-Serve Decision Workshop — CHECKPOINT 3 DUE	Due 11/5 at 12:40am: Ims_1783542_1 Due 11/5 at 11:59pm: Ims_1783547_1 Due 11/5 at 1:45pm: Ims_1783545_1
Tue	11/10	Ch. 12 + DOJ Readings	Group 8 — Discussion Leader Pricing Policies: Strategy, Discount Structure, and Legal Limits	Due 11/10 at 12:40am: Ims_1783618_1 Due 11/10 at 8am: Ims_1783623_1
Thu	11/12	Ch. 12 + DOJ Readings	Legal Limits on Pricing: DOJ Primer and Red-Flag Audit	Due 11/12 at 12:40am: Ims_1783620_1 Due 11/12 at 1:45pm: Ims_1783621_1
Tue	11/17	Chapter 13	Group 9 — Discussion Leader Industrial Communications: Message Strategy, Media Mix, and Advertising Planning	Daily Warmup (in class); Discussion Leader Preparation Document due in Blackboard by 8:00 AM (leading group)
Thu	11/19	Chapter 13	Planning and Budgeting; Media Mix and Metrics; Industrial Advertising Wrap-Up	Daily Warmup (in class); Chapter Application Memo due before leaving class (individual, Blackboard); Read: Sales Enablement overview — posted in Blackboard
Tue	11/24	Chapter 14	Sales Management and Enablement; Sales Enablement Tools and Digital Assets	Daily Warmup (in class) Checkpoint 4 Due Dec. 1 at 11:59pm
Thu	11/26	THANKSGIVING BREAK — NO CLASS		
Tue	12/1	Chapter 15	Performance Measurement; Dashboards and Metrics	Due 12/1 at 11:59pm: Ims_1783624_1
Thu	12/3		FINAL PROJECT PRESENTATIONS — Session 1 — Groups 1, 2, 3 Present	Due 12/3 at 11am: Ims_1783652_1 Due 12/3 at 2pm: Ims_1783657_1
Tue	12/8		FINAL PROJECT PRESENTATIONS — Session 2 — Groups 4, 5, 6 Present	Due 12/8 at 11am: Ims_1783654_1 Due 12/8 at 2pm: Ims_1783658_1
Thu	12/10		FINAL PROJECT PRESENTATIONS — Session 3 — Groups 7, 8, 9 Present + Course Wrap-Up	Due 12/10 at 11am: Ims_1783656_1 Due 12/10 at 11:59pm: Ims_1783659_1 Ims_1783667_1

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.