

## B2B Marketing - JSPM305

Faculty	Prof. Edwin Moses
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**Credit – 2**

### Course workload

Using the table below, indicate the expected student workload for this Course.

Contact Hours (20 for 2 credit course and 30 for 3 credit course)	Group Work/ Supervised Learning Hours	Directed learning including group work & Application exercise	Total Hours (Should be not less than three times the contact hours)
20	10	30	60

### Learning Outcomes for the Course

1. Differentiate business markets with consumer markets and understand the unique challenges inherent in business markets.
2. Determine strategies and key success factors to enhance the effectiveness of marketing to business customers.
3. Generate solution selling for business market.
4. Create a customer satisfaction and relationship marketing program for the company.
5. Design appropriate strategy to address a given B2B marketing task, problem, or situation.
6. Evaluate the effectiveness of an organization's marketing strategies and make improvements.

### Topics Covered

- Reinforce & expand the fundamental concepts of Marketing as learn the Core Marketing Course
- Differentiating between B2B & B2C Marketing
- Understanding B2B Marketing
  - The Buying Process
  - The Selling Process
  - The Sales Funnel
- Understanding the principles and concepts involved in B2B marketing in terms of
  - Understanding the Needs of the Customer/ Market
  - Defining who is my customer
  - Identifying, Composing & Communicating the Customer Value Proposition
  - Building, Growing & Retaining Accounts

Applying the principles and concepts in solving Case Studies around the Marketing Mix as applied to B2B Marketing

For additional details, visit : <https://jagsom.edu.in/careertrack/>

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