

	Subject title: BUSINESS MARKETING			
Subject code:	Subject Status:	Semester:	Credit value:	Teaching load:
	Compulsory	V	6	3L+2T

Study programme: Academic Undergraduate Studies: Marketing
Responsible Staff: Assistant Professor Slobodanka Krivokapić, PhD; Teaching Assistant: Milica Kovačević, MSc
Pre-requisite: Nil
Mode of study Lectures, tutorials, case-studies, seminar papers
Assessment: Written: Two mid-term tests – 40 points (20 points each) Oral: Final exam – 50 points Attendance, seminar paper – 10 points
Objectives: Introduction to, analysis and understanding of the essentials of Business marketing.

SYLLABUS:

- The nature and the field of Business marketing
 - Concept and importance of Business marketing
 - Definition and classification of manufacturing goods
 - Characteristics of business marketing
 - Characteristics of business markets
 - Segments of the business market
- Business buyers and the business marketing offer
 - Characteristics of business buyers
 - Types of business buyers
 - Relations of cooperation between business buyers and sellers
 - Characteristics of the business marketing offer
 - Contemporary trends and perspectives in business marketing
- Business Buyer Behaviour
 - Procurement functions
 - Buying centre
 - Decision-making process of the business buyer and buying situations
 - Analysis of the factors that influence the behaviour of business buyers
 - Relations between buyers and sellers
 - Models of behaviour of the business buyer
- Target marketing
 - The concept of business market segmentation and its importance
 - Approaches to business market segmentation
 - Basis for business market segmentation

- Selection of target segments
- Alternative targeting strategies
- Product strategy in business marketing
 - Product - a critical tool of business marketing
 - Product life cycle in business marketing
 - New product strategies
 - Strategies of product range management
- Product strategy in business marketing
 - Brand in business marketing
 - Quality as an instrument of manufactured goods positioning
 - Product design in business marketing
 - Packaging and environmental aspects of manufactured goods
 - Services provided to buyers of manufactured goods
- Price strategy of manufactured goods
 - Price as an element of business marketing offer
 - Formulation of the price strategy of manufactured goods
 - Price strategies of new manufactured goods
 - Strategy of price changes of manufactured goods
 - Price differentiation strategy
 - Leadership price strategy
 - Price strategies based on the bids and negotiation
- Distribution strategy in business marketing
 - The importance of marketing channels in business marketing
 - Types of marketing intermediaries
 - Electronic channel
 - Strategic options of distribution channels of manufactured goods
 - The importance of physical distribution in the creation of the market position of manufactured goods
- Strategy of business communication
 - Personal selling as a key element in promoting the manufactured goods
 - Interactions between buyers and sellers in personal selling
 - Mass communication of manufactured goods
 - Direct marketing

READING LIST AND REFERENCES:

John M. Coe (2004): *Fundamental of Business to Business- Sales and Marketing*, McGraw- Hill Books

Robert W. Bly (1998) *Business to Business – Direct Marketing*, second edition, NTC Business Books, Chicago

Allice M. Tybout, Bobby J. Calder (2010): *Kellogg on Marketing*, second edition, Kellogg School of Management

Michael J. Cunningham (2001): *B2B – How to Build a Profitable E- Commerce Strategy*, Pearson Education.