

MMM 854: B2B MARKETING



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UNIT-II: Organizational Buying and Buyer Behaviour: Organizational buyers' decision process - A Stepwise Model and A Process Flow Model, influences that shape the buying decision process.

UNIT-III: B2B Marketing Strategy: Strategy making and strategy management process, tools for designing strategy – Managing Products for Business Markets-Managing Services for Business Markets-Managing Business Market channels The Growth-Share Matrix, Multifactor Portfolio Matrix, The Balanced Scorecard.

UNIT-IV: B2B Marketing STP: Market Segmentation, basic framework of segmentation, choosing target segments and positioning-Pricing strategies for Business Markets.

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