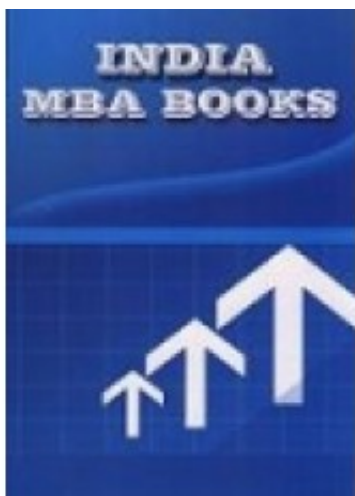


# Business Marketing



**Brand:** Mehta Solutions  
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## Short Description

**MBAFT-7604: BUSINESS MARKETING Business Marketing university of delhi**

## Description

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**Edition Description: 2021-22**

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#### **MBAFT-7604: BUSINESS MARKETING**

##### **Course Objectives:**

**To develop an understanding of the complex dimensions of the business markets and**

**designing marketing strategies in a business-to-business context.**

##### **Course Learning Outcomes:**

- 1. Understanding of business marketing perspective**
- 2. Managing relationships in business marketing**
- 3. Formulating business marketing strategy**
- 4. Evaluating business marketing strategy and performance**

##### **Contents:**

**Unit 1: Introduction to Business Marketing: Nature and scope of Business Marketing**

**(B2B), Differences between B2B and B2C marketing, underlying factors influencing the demand, types of customers, classification of products in business markets and strategic perspectives of business marketing.**

**Unit II: Organizational Buying Behavior: organizational buying process, different buying situations, strategic implications for business marketer, factors influencing organizational buying behavior.**

**Unit III: Customer Relationship Management: Patterns of buyer-seller relationships and strategy guidelines, customer profitability and managing strategies, managing customer relationships, drivers of relationship marketing effectiveness, crafting the right value proposition.**

**Unit IV: Segmenting the business markets: Requirements and benefits of segmentation, bases for segmenting business markets, selecting market segments and isolating market segment profitability.**

**Unit V: Managing products and services for business markets: defining the product market, planning product strategy, technology adoption life-cycle, customer value proposition, building strong B2B brand, understanding and managing full customer experience and customer benefit concept of service package.**

**Unit VI: Managing Business Marketing Channels: Direct, indirect and multichannel models, industrial distributors, manufacturer's representatives, developing and modifying channels, channel administration, B2B e-marketplaces and supply chain management.**

**Unit VII: Pricing Strategies for business Markets: Central elements of pricing process, establishing prices for new products and modifying price for existing products.**

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**Unit VIII: Business Marketing Communications: Organizing sales efforts, managing personal selling efforts of sales force along the dimensions of selection, training, compensation, motivation, sales quotas and sales territories, role of trade shows and advertising for B2B firms.**

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