

B2B Marketing



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B2B Marketing

UNIT-I

Market Opportunity Identification-Analysis and Evaluation, Introduction to B2B Marketing, Customer Analysis: Purchase process, Buying Teams, Business Buying and the Individual Manager, the effect of IT on purchase Behaviour. Customer Relationship Management Strategies for Business Markets: Relationship theories and variables, Business Marketing as Network Analysis and Management.

UNIT-II

Assessing Market Opportunities, Environmental changes impacting Supply Chain Power, Strategic Market Planning: The purpose of strategy, approaches to strategy, Business Marketing Strategy.

UNIT-III

Managing Products for Business Markets, Managing Business Marketing Channels, Pricing: Costs, customers and Competitors, Pricing strategy and organization, Relational Aspects of Business-to-business pricing, Bid pricing, Key Account Management.

UNIT-IV

Business Marketing Communication: Integrated Communication strategy, Relationship communication: Direct Marketing, Personal Selling, Relationship Communication Process, and Coordinating Relationship Communication. B2B Branding