

York University
 Liberal Arts and Professional Studies
 Administrative Studies
Business-to-Business Marketing

ABBREVIATED Course Outline, Syllabus and Policy Information

NOTE: A *Detailed Syllabus* with expanded information and additional focus on the group work, the Marketing Plan project details and all assignments and presentations is available on EClass to all enrolled students and will be discussed in detail at the start of the first class. Please ensure a comprehensive understanding of these academic requirements!!

COURSE:

Business-to-Business Marketing
 ADMS 4215 A
 FALL 2024
 Mon 7pm LECT
 Room: ACW 002

COURSE INSTRUCTOR / CONTACT:

Chuck Hendriks
 charlesh@yorku.ca – Please Address Emails - Subject: "ADMS 4215 - *Your Subject*"

EXPANDED COURSE DESCRIPTION:

This course focuses on problems and concepts particular to business-to-business marketing. The basic marketing concepts introduced in AK/ADMS 2200 3.00 along with a conceptual framework of organization buyer behaviour are utilized to illustrate the unique nature and challenges of this market.

REQUIRED COURSE TEXT / READINGS:

Business Marketing: Connecting Strategy, Relationships, and Learning
 F. Robert Dwyer and John F. Tanner
Customized Printing by York University

WEIGHTING OF COURSE:

GRADE BREAKDOWN (Subject to Change):

Note: timing of lectures and exams ARE subject to change. Announcements will be made IN CLASS!

Exam I	30%
Group - B2B Case Analysis (Written and/or Presentation)	10%
Group - B2B Marketing Plan	25 - 30% (see detailed syllabus)
Group – Marketing Plan Presentation	5 – 10% (see detailed syllabus)
Exam II	20%
Class Participation	0 - 10% (see detailed syllabus)

ADDITIONAL REQUIREMENTS:

You must be registered to attend this class. If you are not officially registered in this course you must do so BEFORE the "Add Without Permission" date, as you will not be allowed to register after that date - due to the group work required.

Exam dates are to be finalized but the expected dates are as per the course outline. There is no provision in this course for a make-up exam. Note that the dates may change. Changes will be announced in class. The content will include Lectures, Cases, Classroom topics and ALL chapters of the text (whether covered in the class or not). The *focus* will be on (live and/or remotely led) classroom-led topics and text material.

Please note that this class is scheduled as a Live Lecture Course. Classes will be live and on-campus. Due to circumstances beyond control, sickness, etc., and at the direction of the University, Faculty and/or School, this course may need to depend (intermittently) on remote teaching and learning including the use of several platforms such as EClass, Zoom, etc. through which students will interact with the course materials, the Course Director, as well as with one another.

OBJECTIVES OF THE COURSE:

1. Further broadening of marketing knowledge to include the unique characteristics and challenges of B2B Marketing
2. Business-to-Business concepts incl. organizational buyer behaviour, business markets segmentation, unique challenges surrounding business-to-business distribution channels, the nature of demand in business markets, pricing within the business-to-business arena, business communication options, sales force management, etc.
3. Exposure to “real-world” business-to-business marketing situations utilizing cases studies, etc.
4. Exposure to developing a B2B marketing plan – and understanding the specific B2B concepts within the context of the marketing plan.
5. Personal development including group work, teamwork, analytical and presentation skills

ORGANIZATION OF THE COURSE:

COURSE OUTLINE / SCHEDULE:

<u>Lecture</u>	<u>Teaching Objective</u>	<u>Content</u>	<u>Other / In-Class Details</u>
1	Introduction Bus-to-Bus Marketing (Overview),	Ch. 1	Form groups; submit proposal for marketing plan
2	Derived Demand in Business Markets; The Character of Business Marketing	Ch. 2, 3	Form groups; submit proposal for marketing plan
3	Business Buyer Behaviour Business Customers and Segmentation	Ch. 4, 5	Final opportunity to submit proposal for groups / marketing plan
4	Business Pricing and Delivering Customer Value Price Segmentation Business Services	Ch. 14 Ch 16	Case: Current News Item / Case Possible Exam I Date
5	Product Decisions and B2B Branding Strategies;	Ch. 8	Case: Fraser – Pricing Segmentation PROBABLE Exam I Date Exam I = Ch. 1, 2, 3, 4, 5, 14, 16
6	Product Decisions and B2B Branding Strategies;	Ch. 8	Case: Current News Item / Case Possible Exam I Date
7	Distribution and B2B Channel Relations	Ch. 9 Ch. 12, 13	Case: Current News Item / Case Possible Exam I Date
8	Business Marketing Communication Sales Force Management	Ch. 10, 11	Case: Current News Item / Case
9	Strategy, Planning & Implementation,	Ch. 11, 6, 7	Case: Current News Item / Case Marketing Plan DUE Peer Evaluations - DUE Possible Exam II Date
10	Marketing Strategy Integrated B2B Concepts	Ch. 6, 7	PROBABLE Exam II Date Exam II = All Chapters
11	Integrated Strategy Teamwork, Presentation skills,	Ch. 6, 7	Groups present Marketing Plan Groups 1, 2, 3, etc. Possible Exam II Date
12	Teamwork, Presentation skills, Communication skills		Groups present Marketing Plan Groups 4, 5, 6, etc. Possible Exam II Date

Note: The actual exam dates will be confirmed in class; thus class attendance is imperative to understand the exact details and timing for the exams.

- NOTE: For Fall 2024 it is anticipated that:
 - all material submissions will be via email.
 - all (group) presentations will be via Zoom and/or live, in person, on campus.

ADDITIONAL INFORMATION / NOTES:

Case Analysis and Presentation:

Working in a group, you will analyze a case from the text or from a list of approved cases and readings or from current business B2B marketing related issues. You may be asked to present your learning to the class - live or asynchronously. See the DETAILED SYLLABUS for further details and instructions.

Group B2B Marketing Plan Project:

Working in a group, you will write and submit a B2B Marketing Plan. You will find this to be a different experience than developing a B2C Marketing Plan. You will analyze current practices and recommend specific action. This marketing plan is intended to resemble a "real-world" marketing plan of a real B2B marketing opportunity. See the DETAILED SYLLABUS for further details and instructions. This is a capstone project that pulls all of the course material together. You may be asked to present the case to the class - live or asynchronously. See the DETAILED SYLLABUS for further details and instructions.

Group Work and Peer Evaluation for ALL Group Work

For the group work assignments, you are expected to work in a group. You may not work alone. Further, you have the responsibility, to ensure that your group is productive. You may NOT work alone. Time may be allowed in some classes for group meetings and work, but you are expected to spend time outside of class with your group.

Peer Evaluations will be used to assign individual grades for the Group Elements of the course. The calculation of an individual's grade will depend on the peer feedback and the overall project grade. See the Detailed Course Syllabus for further information.

Participation:

Participation may be worth 0-10% and awarded based on strong classroom participation, contribution to the lectures and presentations, and attendance. This is further explained in the Detailed Syllabus and is impacted by the University's response to urgent matters (e.g. covid outbreaks, etc.).

NOTE: A *Detailed Syllabus* with expanded information and additional focus on the group work, the Marketing Plan project details and all assignments and presentations is available on EClass to all enrolled students and will be discussed in detail at the start of the first class. Please ensure a comprehensive understanding of these academic requirements!!

IMPORTANT COURSE INFORMATION FOR STUDENTS

Turnitin

To promote academic integrity in this course, students may be required to submit their written assignments to Turnitin (via the course EClass) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website.

On-line Proctoring

This course may require the use of online proctoring for examinations. The instructor may use an online proctoring service to deliver the exam(s), which would be administered through the Learning Management System (EClass). Students are required to have access to minimum technology requirements to complete

examinations. If an online proctoring service is used, students will need to become familiar with it at least five days before exam(s). For technology requirements, Frequently Asked Questions (FAQs) and details about the online proctoring service, please visit the Registrar's Office's page on online exam proctoring. Students are required to share any IT accommodation needs with the instructor as soon as they are able.

Academic Honesty and Integrity

York students are required to maintain the highest standards of academic honesty and they are subject to the Senate Policy on Academic Honesty (<http://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>). The Policy affirms the responsibility of faculty members to foster acceptable standards of academic conduct and of the student to abide by such standards.

There is also an academic integrity website with comprehensive information about academic honesty and how to find resources at York to help improve students' research and writing skills, and cope with University life.

Students are expected to review the materials on the Academic Integrity website at - <http://www.yorku.ca/academicintegrity/>

Access/Disability

York University is committed to principles of respect, inclusion and equality of all persons with disabilities across campus. The University provides services for students with disabilities (including physical, medical, learning and psychiatric disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at York University.

Students in need of these services are asked to register with disability services as early as possible to ensure that appropriate academic accommodation can be provided with advance notice. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with disabilities services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

Additional information is available at the following websites:

Counselling & Disability Services - <https://counselling.students.yorku.ca/>

Counselling & Disability Services at Glendon - <https://www.glendon.yorku.ca/counselling/>

York Accessibility Hub - <http://accessibilityhub.info.yorku.ca/>

Ethics Review Process

York students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf (PDF)

Student Conduct in Academic Situations

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the

classroom and other academic settings, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. The policy and procedures governing disruptive and/or harassing behaviour by students in academic situations is available at - <http://secretariat-policies.info.yorku.ca/policies/disruptive-andor-harassing-behaviour-in-academic-situations-senate-policy/>

Policies related to Zoom meetings

Your course may involve the use of Zoom. Zoom is an online videoconferencing software that can be used to host lectures, tutorials or virtual office hours in real time. Please note that Zoom is hosted on servers in the U.S. Zoom meeting content (e.g., video, audio and text chat) has been restricted to only pass through servers in Canada and US data centres; it will not pass through international data centres, such as those in China. Although it is not possible to exclude the US data centres at this time, Zoom is developing this functionality and will implement it as soon as possible. All audio, video, screen-sharing and text content will be encrypted in transit between your device and Zoom's servers, which will prevent unauthorized third parties from intercepting the content of your Zoom meeting. For more information, please visit Zoom at YorkU.

Privacy

At the moment, the name you use with Zoom and metadata about how you use the application will be stored on servers outside of Canada. If you have privacy concerns, you can disable both audio and video. You can also provide only your first name or a nickname when you join a session. If you choose to rename yourself, please let your instructor or TA know immediately.

You can rename yourself in 4 easy steps.

1. After entering the Zoom meeting, click on the Participants icon at the bottom of the window.
2. Find your name in the Participants list on the right side of the Zoom window
3. Hover over your name and click the Rename button.
4. Enter the name that you would like to use in the Zoom meeting, and click OK.

Please note that lectures and/or tutorial sessions may be recorded so that they can be made available to students who are not able to attend class. Zoom is configured in such a way that all participants will be automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it. If you do not wish to be seen or heard during a recorded session, please keep your camera and/or microphone turned off.

Participation

Your course instructor may enable you to ask questions through the chat panel. Inappropriate or disrespectful language in the chat panel will not be tolerated. You may also participate through Zoom's nonverbal feedback features. These features can be accessed by clicking on the Participants icon at the bottom of the window. Once the Participants sidebar is opened, you will see the option to Raise Hand. By clicking on Raise Hand, a blue hand will be raised. Please click on the Raise Hand button again to lower your hand once your question has been answered. You are tasked with using the various Zoom features in a responsible manner. Your course instructor will reserve the right to remove anyone who does not behave accordingly.