

MKTG 333-001: Business to Business Marketing

(SPRING 2008: M W 1:00-2:45pm)

School of Management, George Mason University, Fairfax VA

Date	Day	Topic	Deliverable	Readings / Cases
Jan. 23 rd	Wed	Introductions, Overview		
Jan. 28 th	Mon	CH 01: What is Business Marketing?		Chapter 1
Jan. 30 th	Wed	CH 01: What is Business Marketing? (Contd...)		
Feb. 4 th	Mon	CH 02: Character of Business Marketing		Chapter 2
Feb. 6 th	Wed	CH 03: B2B Purchasing Function / CRM		"Business Marketing: Understand What customers value" 1998, (HBR# 98601)
Feb. 11 th	Mon	<i>Guest Speaker - TBA</i>	Due: Team Profile	
Feb. 13 th	Wed	CH 04: Org. Buyer Behavior / Project Discussions		Chapter 3
Feb. 18 th	Mon	CH 05: Market Opportunities in B2B		Chapter 4
Feb. 20 th	Wed	<i>Review for Test 1</i>	Due: Assignment 1	Chapter 5
Feb. 25 th	Mon	TEST 1		
Feb. 27 th	Wed	<i>Guest Speaker - TBA</i>		
Mar. 3 rd	Mon	CH 06 & 07: Marketing Strategies		Chapter 6
Mar. 5 th	Wed	CH 08: Managing B2B Products	Due: Project Profile	Chapter 7
Mar. 10 th	Mon	*** SPRING BREAK ***		
Mar. 12 th	Wed	*** SPRING BREAK ***		Chapter 8
Mar. 17 th	Mon	CH 14: Pricing & Negotiations		"How to Segment Industrial Markets", 1984, (HBR#84312)
Mar. 19 th	Wed	CH 09: Business Marketing Channels		
Mar. 24 th	Mon	CH 09: Business Marketing Channels (contd...)		Chapter 14
Mar. 26 th	Wed	CH 10: Communicating with the Customer		Chapter 9
Mar. 31 st	Mon	<i>Review for Test 2</i>	Due: Project Step1 (Draft)	
Apr. 2 nd	Wed	TEST 2		
Apr. 7 th	Mon	CH 11 & 12: IMC and B2B		Chapter 10
Apr. 9 th	Wed	CH 11 & 12: IMC and B2B (Contd...)	Due: <i>Setup Project Meeting</i>	Chapter 11
Apr. 14 th	Mon	<i>Guest Speaker - TBA</i>		Chapter 12
Apr. 16 th	Wed	CH 13: Sales and Sales Management		Chapter 13
Apr. 21 st	Mon	CH 13: Sales and Sales Management (contd..)		
Apr. 23 rd	Wed	<i>Review - Recap</i>		
Apr. 28 th	Mon	Project Presentations	Due: Project Report	
Apr. 30 th	Wed	Project Presentations		
May. 5 th	Mon	Project Presentations		
May. 7 th	Wed	Final exam (1:30 - 4:15pm)		