

E-Business and B2B Marketing

Objective

This seminar is designed to sensitive you to the growing importance of this field; i.e. business marketing. (More than half of all business school graduates enter firms that compete in business markets). The second purpose of the course is to provide you a vehicle for examining the special features of high-technology markets and for « isolating the unique challenges that confront the marketing strategist in this arena ». (Matt/Spheh) Electronic commerce, supply chain and logistics fall squarely in this domain. We will highlight the similarities and differences between B2C and B2B marketing.

Grades

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| Short "Topic Presentation" | 10 points |
| Website Analysis | 20 points |
| Team Presentations | 20 points |
| Written Exam | 25 points |
| Individual Paper | 25 points |

Lectures and discussion

Business Marketing Management, Matt/Spheh 8th ed, 2004; Powerpoint slides
E Commerce PowerPoint slides
General Reading Handout
Pfizer Case
RJM Case
Video Fim Matt/Spheh
www.marketingorg.com

Team Presentation

Eagle Pump
Cantro Corporation