

## MKT 612 BUSINESS-TO-BUSINESS MARKETING - SYLLABUS

1) Course Title: Business-to-Business Marketing  
Semester: Fall 2024  
Dates: 13.09, 20.09, 27.09.2024  
Credits: 2 ECTS  
Schedule: Lecture:  
Fridays, EO 145 (On Campus Only), 10:15 a.m. – 1:30 p.m.

2) Course Instructor: Prof. Dr. Florian Kraus

### 3) Registration

Course Registration: Please note that you have to register for the course on **Portal2**.  
Deadline for registration: **tba**

### 4) Course Overview and Objectives

In many industries (e.g. consumer goods, retail, metalworking industry) an essential part of transactions is done between companies and organizational clients (also companies or public sector institutions). This lecture deals with the central characteristics of business-to-business markets and their consequences for marketing.

At the end of the course, students should be able to adapt marketing strategy, concepts and instruments to business-to-business environments.

### 5) Course Composition

The contents of the course are:

1. Basics of Business-to-Business Marketing
2. Organizational Procurement (Customer's Perspective)
  - 2.1. Actors
  - 2.2. Buying Characteristics
  - 2.3. Explanation Approaches
3. Organizational Marketing (Supplier's Perspective)
  - 3.1. Product Decisions
  - 3.2. Price Decisions
  - 3.3. Communication Decisions
  - 3.4. Sales Decisions
4. Product Business
  - 4.1. Basics
  - 4.2. Implications for Marketing
5. Project Business
  - 5.1. Basics



- 5.2. Implications for Marketing
  - 5.2.1. Pre-request
  - 5.2.2. Proposal Preparation
  - 5.2.3. Customer Negotiation
  - 5.2.4. Project Execution and Guarantee
- 6. System Business
  - 6.1. Basics
  - 6.2. Implications for Marketing
- 7. Supplier Business
  - 7.1. Basics
  - 7.2 Implications for Marketing
    - 7.2.1. Initiation of Business Relationship
    - 7.2.2. Retention and Development of Business Relationship
    - 7.2.3. Termination of Business Relationship

Additionally:

Guest Lecture by Tobias Müller (Director Commercial Excellence, Sales & Pricing, PwC)

## 6) Course Material

1. A selection of lecture slides will be uploaded onto ILIAS.
2. A detailed list of the reading material as well as additional references is included in the lecture slides.

## 7) Course Grading

Final Exam (individual effort)

100%

### Final Exam

The participants will sit a 45-minute exam. It will consist of short case studies and analytical questions that pertain to the content of this course.

## 8) Appendix

Florian Kraus is Professor of Marketing, Dr. Werner Jackstädt Endowed Chair, University of Mannheim.

Professor Dr. Kraus' current research focuses on frontline employees' behavior and performance. He also conducts research on house brands, motivation, and organizational identification in the context of services marketing and sales management. Professor Kraus' work appeared in the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Strategic Management Journal*, *Journal of Service Research*, *Zeitschrift für Betriebswirtschaftslehre* and others.

Prior to joining the University of Mannheim, he worked as an Assistant Professor at the Ruhr-University in Bochum. Florian Kraus obtained his Ph.D. from the Philipps University in Marburg and held a research position at the University of Houston, Texas, USA. He has substantial experience conducting marketing research with companies in the B2B sector as well as service firms.

He is Editorial Board member of the *Journal of Personal Selling & Sales Management* as well as the *British Journal of Management*.

