

Marketing Business to Business

1. Introduction to Industrial Marketing - Differences between consumer marketing and industrial marketing - classification of industrial products - Nature of demand -- Industrial marketing system.
2. Industrial Buying behaviour - Models - Buying situation - Buying centre concept.
3. Industrial Marketing demand estimation - For all the classification Industrial products - Demand estimation models.
4. Industrial Marketing segmentation - Approaches to segmentations - importance of application oriented segmentation.
5. Managing industrial Products - strategies involved PLC concepts and industrial products.
6. Pricing strategies in industrial marketing - competitive Bidding - negotiation.
7. Distribution channels in industrial marketing - Types, level of channels, influencing factor. Industrial marketing communications - advertising, direct marketing and sales promotion methods.
8. Industrial marketing research - basic aspects - Differences between consumer marketing research and industrial marketing research.
9. Marketing Strategy formation for Industrial Products- Key account selling.

Books:

1. Hutt, M.D. & Speh, T.W., "Business Marketing Management", 8th ed., Thomson Asia Pte. Ltd., Singapore, Chicago, 2004.
2. Hill, M Richard, Alexander S. Ralph, Cross James S, "Industrial Marketing", AITBS, 4 Ed. New Delhi 1991.