Eastern Illinois University  
*Revised Course Proposal*  
**MAR 3490, Business-to-Business Marketing**  
(replaces MAR 3490 Marketing Channels)

1. **Catalog Description**
   a. **Course Number:** MAR 3490
   b. **Course Title:** Business-to-Business Marketing
   c. **Credit:** 3–0–3
   d. **Terms Offered:** On Demand.
   e. **Short Title:** Bus Mktg
   f. **Course Description:** Development of comprehensive programs of product, pricing, promotion, and distribution strategies for marketing to businesses and not-for-profit organizations.
   g. **Prerequisites:** BUS 3470 with C or better or BUS 3100 with C or better, and a declared School of Business major or minor, or permission of the Associate Chair, School of Business.

2. **Objectives of the Course:**  
   As a result of completing this course, students will be able to:
   a. Analyze business and organizational markets
   b. Segment business and organizational markets
   c. Define the needs and purchase behaviors of businesses/organizations and their agents.
   d. Develop comprehensive marketing plans which target specific business or organization segments
      - product development
      - managing product assortments
      - developing new products
      - pricing strategies
      - distribution strategies
      - developing and maintaining relationships and partnerships
      - working with intermediaries
      - logistics
      - promotion strategies
      - personal promotion strategies
      - non-personal promotion strategies
      - end-user assistance, when appropriate—service, training, user manuals, etc.
      - intermediary support, when appropriate—advertising, display, employee training, management development, etc.
This course is writing active.

3. Outline of the Course:
Week 1 The Business and Organization Market
Week 2 Organizational Buyer Behavior
Week 3 Relationship Strategies, Marketing Intelligence
Week 4 Market Opportunities, Segmenting the Business Market,
Week 5 Demand Analysis
Week 6 Developing and Managing Products
Week 7 Pricing Strategies
Week 8 Marketing Channels: Partnerships and Relationships
Week 9 Logistics
Week 10 Integrated Marketing Communications Strategy
Week 11 Sales and Sales Management
Week 12 Advertising, Sales Promotion, Publicity, Public Relations
Week 13 Data Base Marketing, Internet
Week 14 Evaluating Marketing Efforts
Week 15 Customer Satisfaction, Retention, and Maximization

Evaluation Procedures: Grades will be based upon examinations, written assignments, and oral presentations.

4. Implementation
a. Instructor: Dr. E. Wayne Chandler, Dr. Sid Dudley, Dr. H. Lee Meadow, Dr. Jane Wayland
b. Additional cost to students: None—no additional cost to students. Books will be obtained through the textbook rental system.
d. First offered: MAR 3490 has been offered every fall and spring semesters going back to, at least, the 1980s. It will continue to be offered each fall and spring semester.

5. Rationale
a. Purpose and Need: Marketing to businesses and not-for-profit organizations is a major thrust of marketing. Marketing to consumers is the other major
thrust. The majority of our marketing majors go to work for businesses which market their products to other businesses or organizations, and these students need exposure to this aspect of marketing.

The revised course will reduce the time allocated to wholesalers and logistics. Additional time will be devoted to the product, pricing, and promotion to business and organizational customers.

b. **Justification of the level of the course and a list of all prerequisites:** MAR 3470 Principles of Marketing, a prerequisite for all other marketing courses, introduces students to and provides an overview of all marketing activities. Subsequent courses develop an in-depth understanding the various marketing components, marketing to businesses or organizations in the case of this course.

c. **Similarities to Existing Courses and/or Effect on Programs in Other Departments.** There is no duplication of this course in the School of Business or in any other program on campus. This revision proposal describes changes that have been made in that course. There is NO effect on students in other business majors or programs in other departments.

d. **Requirement or Elective.** MAR 3490 will be a marketing elective for marketing majors. All business majors, who have completed BUS 3470, may take this course.

6. **Community College Transfer**

A community college course or courses will not be judged equivalent to this course.

7. **Date approved by the Marketing Faculty:** 1/21/1999
8. **Date approved by the School of Business curriculum committee:** 9/5/2000
   **Date approved by the College curriculum committee:** 10/19/2000
9. **Date approved by CAA:** 11/16/2000  
   **CGS:** Not applicable