

INDUSTRIAL MARKETING

GENERAL INFORMATION

Course No.: 741 U9620

Date: Feb. 16, 2006 ~ Jun. 15, 2009

Time: 14:20~17:20 on Mondays

Venue: 管理學院二號館302

Faculty and Teaching Assistants

Name	Role	Tel	e-mail	研究室
黃俊堯	Instructor	61066	cyhuang@management.ntu.edu.tw	管院二館1107室
TBA	Assistant			

OBJECTIVES

1. Recognizing the similarities and differences between industrial (or B2B or business) marketing and customer marketing, this course emphasizes customer relationship management and systematically addresses issues that are relevant for marketers serving the needs of organizations.
2. Participants are expected to familiarize themselves with the problems that a manager may face in business marketing contexts.
3. Participants are expected to develop the capability of solving practical problems in business marketing contexts.

CLASS CONTRACT

1. Form your group of 4~6 by March 2.
2. Participate actively, both in the class and in the group.
3. Complete the case assignments and readings before coming to the class.

Class Topics Overview

Date	Subject	Textbook Chapter	Case	Reading
2/16	Introduction to business (industrial) marketing	Ch.1		
2/23	The Character of Business Marketing	Ch.2	2. Calox	HBR: Marketing myopia
3/2	The purchasing function	Ch. 3	16. SPC Products	

Date	Subject	Textbook Chapter	Case	Reading
3/9	Organizational buyers and their buying behaviors	Ch. 4	4. ExhibitsPlus	HBR : Major Sales: Who Really Does the Buying
3/16	Market opportunities	Ch. 5	13. Pfizer Animal Health Products	
3/23	Marketing strategy	Ch. 6	6. JC Decaux	HBR : Eliminate the middleman
3/30	Weaving Marketing into the Fabric of the firm	Ch. 7	10. Little Tikes	
4/6	Product and services management for business markets	Ch. 8	8. Lafarge-Aget	McQuiston, Daniel H. (2004), "Successful branding of a commodity product: The case of RAEX LASER steel," Industrial Marketing Management, 33, 345-354.
4/13	Pricing strategy	Ch.14	4. Daynor Chemical	3-D Negotiation
4/20	Managing business marketing channels	Ch. 9	10. Little Tikes	
4/27	Mid-Term Presentation			
5/4	Business marketing communications	Ch. 11	17. Three Rivers Optical	
5/11	One-to-one marketing	Ch. 12	14. Planktos INC.	HBR: Get more out of your trade shows
5/18	Sales force management	Ch.13	12. Outdoor Sporting Products HBR: Old hand or new blood?	
5/25	Evaluating marketing efforts	Ch.15	15. Strategic Marketing Insights	
6/1	Back to customers	Ch.16	11. Materials Engineering and Testing	HBR : Customer Value Propositions in Business Markets
6/8	Ethical dilemmas in business marketing		HBR: How low will you go?	
6/15	Term project presentation			

LEARNING MATERIALS

Dwyer, F. Robert and John F. Tanner (2009), *Business Marketing: Connecting Strategy, Relationships, and Learning*.

傅遙 (2008) , 輸贏 , 高寶出版。

Grading Policy

➤ Participation and Contribution	40%
➤ Mid-term project	30%
➤ Term project	30%