

PEPPERDINE UNIVERSITY
THE GEORGE L. GRAZIADIO
SCHOOL OF BUSINESS AND MANAGEMENT

SYLLABUS

Business to Business Marketing
MBAM 643
Fall 2008
Thursdays; 8am to 12noon
Session
October 20 to December 5, 2008
Classroom #;U-3

Instructor

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Business-to Business Marketing (B2B)-Course Overview

This course is designed for students who are interested in understanding the forces driving the complex business to business environment. This is a hands-on, practical, fact-based marketing class with a focus on rapid, but accurate, decision making processes. Students will work with actual cases, listen and critique live testimonials by key executives, and experiment with Excel based simulations of their selected marketing strategies and tactics.

Course Objectives

1. To develop high standards of ethical business behavior, critical thinking and problem solving skills.
2. To understand the impact of globalization on B2B oriented firms and develop strategies for prospering in such challenging and ever-changing environments.
3. To learn the key concepts and methodologies that are prerequisites for a successful B2B marketing career.
4. To learn how to use analytical software simulation tools to accelerate the decision-making process in the context of B2B Marketing.

Pre-requisite

MBAM 605 Marketing Management or MBAM 615 Marketing

Course Materials

There is no textbook for this course. Reading materials (articles, presentations, and cases) will be distributed in class.

Grading

Attendance and Participation	40%
Project	20%
Mid-term Exam	20%
Final Project	20%
Total	100%

Attendance Policy

Attendance is very important and will be required.

Conduct

The University expects from all of its students and employees the highest standard of moral and ethical behavior in harmony with its Christian philosophy and purposes. Engaging in or promoting conduct or lifestyles inconsistent with traditional Christian values is not acceptable.

The following regulations apply to any person, graduate or undergraduate, who is enrolled as a Pepperdine University student. These rules are not to be interpreted as all-inclusive as to situations in which discipline will be invoked. They are illustrative, and the University reserves the right to take disciplinary action in appropriate circumstances not set out in this catalog. It is understood that each student who enrolls at Pepperdine University will assume the responsibilities involved by adhering to the regulations of the University. Students are expected to respect order, morality, personal honor, and the rights and property of others at all times. Examples of improper conduct for which students are subject to discipline are as follows:

- *Dishonesty in any form, including plagiarism, illegal copying of software, and knowingly furnishing false information to the University.*
- *Forgery, alteration, or misuse of University documents, records, or identification.*
- *Failure to comply with written or verbal directives of duly authorized University officials who are acting in the performance of assigned duties.*
- *Interference with the academic or administrative process of the University or any of the approved activities.*
- *Otherwise unprotected behavior that disrupts the classroom environment.*
- *Theft or damage to property.*
- *Violation of civil or criminal codes of local, state, or federal governments.*
- *Unauthorized use of or entry into University facilities.*
- *Violation of any stated policies or regulations governing student relationships to the University.*

Disciplinary action may involve, but is not limited to, one or a combination of the alternatives listed below:

- Dismissal** – *separation of the student from the University on a permanent basis.*
Suspension – *separation of the student from the University for a specified length of time.*
Probation – *status of the student indicating that the relationship with the University is tenuous and that the student's records will be reviewed periodically to determine suitability to remain enrolled. Specific limitations to and restrictions of the student's privileges may accompany probation."*

Policy on Disabilities

Assistance for Students with Disabilities

The Disability Services Office (DSO) offers a variety of services and accommodations to students with disabilities based on appropriate documentation, nature of disability, and academic need. In order to initiate services, students should meet with the Director of the DSO at the beginning of the semester to discuss reasonable accommodation. If a student does not request accommodation or provide documentation, the faculty member is under no obligation to provide accommodations. You may contact the Director of Disability Services at (310) 506-6500. For further information, visit the DSO Web site at: <http://www.pepperdine.edu/disabilityservices/>.

Schedule of Classes

Week	Content
Oct.23	<ul style="list-style-type: none"> • Introductions, course objectives, and course requirements • How economic value is created and destroyed-with a focus on what really matters • Understanding the power of a competitive advantage • The B2B solution “Puzzle” • Strategic architecture of a firm-what is it? • How to analyze business cases? • Wal-mart business model
Oct.30	<ul style="list-style-type: none"> • An overview of qualitative and quantitative analytical tools • Disaggregating complex problems-the error propagation phenomenon • Connecting the dots-finding the optimal business structure • Overview of the ChicagoAnalytics’ simulation model • Dell Computer business model
Nov.6	<ul style="list-style-type: none"> • Concept of Business-to-Business ecosystem • Supply chain management and vendor development <ul style="list-style-type: none"> ○ The purchasing process ○ Buyer-seller relationships • The consultative selling methodology • Negotiating techniques and strategies • Starbucks business model • First project
Nov.13	<ul style="list-style-type: none"> • Portfolio management <ul style="list-style-type: none"> ○ Product-life cycle ○ Gap analysis • New product development process <ul style="list-style-type: none"> ○ Methodology ○ Forecasting market diffusion rate (Bass) • Optimizing B-to-B marketing mix <ul style="list-style-type: none"> ○ Distribution channels ○ Pricing policies ○ Positioning and promotion • Mid-term exam
Nov.20	<ul style="list-style-type: none"> • Intended and unintended consequences of globalization • Business and ethics-examples of real world challenges • B-to-B Marketing in the Era of Sustainable Development
Nov.21 (Tentative)	<ul style="list-style-type: none"> • Putting it all together-building a successful Business-to Business marketing organization • Hands-on, instructor led in-class project
Dec.4	<ul style="list-style-type: none"> • Final Project • Course Review • Parting Remarks