

Business to Business Marketing

Business Administration 344

Section: D100

Term: 1998 Fall

Instructor: R. Ellis

Discussion Topics: Course Objectives:

This course deals with the marketing of products and services to business and other non-consumer sector buyers. The student will be expected to apply previously acquired marketing skills to purchasing situations which arise between organizations.

Course Coverage:

- * Introduction to Business Marketing
- * Organization Buying
- * Business Marketing Segmentation
- * Market Demand Evaluation
- * Marketing Information Systems
- * Product Mix Management
- * Business Services Marketing
- * Channel Management and Design
- * Pricing for Business Markets
- * Communications, Advertising and Promotion in a Business Marketing Context
- * Personnel Selling for Business Markets

Business to Business Marketing

* Evaluation and Control

* Business Market Strategies

Grading:

Required Texts:

Recommended Texts:

Materials/Supplies:

Prerequisite/Corequisite:

Notes:

This outline is derived from a course outline repository database that was maintained by SFU Student Services and the University's IT Services Department. The database was retired in 2014 and the data migrated to SFU Archives in 2015.