



**Kuwait University**  
**College of Business Administration**  
**<Management & Marketing Department >**



**Course Syllabus**  
**Spring 2022-2023**  
**<Dr. Tarek B. Arafa>**  
**<Business-to-Business 421 >**

**Lecture Time and Location: (11:00-11:50) at room C1- 1021**  
**DEPT of Management and marketing**

**Contact Information**

**Location:** Dept. of Management & Marketing  
**Email** arafa@cba.edu.kw  
**Office** Shadadiya campus  
**Office Hours** 12:00-12:50 Days Sunday, Tuesday, Thursday

**Teaching Assistant**

**Name:** TBA  
**Email:**  
**Office Hours:**

**Course Description**

Students examine the importance and impact of marketing products and services to other businesses and organizations in the economy, the unique nature of business customer's needs, and the different marketing strategies that can be employed to meet those needs. Topics include exploring business markets and business marketing creating value for business customers; designing product and channel strategies; establishing strong; communications; building strong sales and pricing and managing programs and customers.

**Course objectives**

This course enables one to understand specific issues and problems face firms by having organizations as customers, get to know some tools and concepts with which firms analyze some underlying mechanisms of the challenges on business markets. An important aspect of that is how it can best handle its relationships with other firms ( its customers )



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**Course Learning Outcomes:**

The learning outcomes for this course, listed below, relate to the learning goals of the College of Business Administration Undergraduate Program, which can be found in the appendix at the end of this syllabus. The numbers in parenthesis indicate to which specific learning goal the outcome relates.

Upon successful completion of the course, students will be able to:

- Describe the applications, challenges and the dynamic environment of B2B marketing, including the unique nature of organizational buying behavior ●
- Design strategies and structures to effectively serve the B2B market ●
- Apply a systematic approach to problem-solving and decision-making in business marketing organizations through the use of case studies. ●
- Develop a business-marketing plan for a real local company that mainly targets business customers. ●

**Course Outline:**

Title	Topics
Week1	Introduction Business Marketing
Week2	The purchasing function
Week3	Organizational buyer behavior
Week4	Market opportunities
Week5	Marketing strategies
Week6	Developing and Managing products
Week7	Business Marketing channel
Week8	Managing customer relationship
Week9	Integrated marketing communication
Week10	Designing a direct marketing plan
Week11	Evaluating Business- to bossiness marketing efforts
Week12	Strategies and measures of customer retention

**Required Material:**

**Textbook:** Dwyer, R and J Tanner. Business Marketing 4<sup>th</sup> ed. New York : McGrew-Hill Irwin, 2009

**E-Learning System:** Search for material that address specific issues of interest



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**Course Requirements and Policies:**

**Individual Assignments:** 3 quizzes

**In-Class Tests:** Two midterm exams and a final exam. These tests will assess the comprehension and ability to demonstrate the student's understanding.

**Participation:** Very much encouraged

**Class Preparation – Readings, Videos, and Online Quizzes:**

**Attendance and Participation:** Every student in this course must abide by the Kuwait University Policy on Attendance (published in the Student Guide, Chapter 3, Section 13). A copy of the student guide can be accessed online on:

[http://www.kuniv.edu/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf)

This course has a significant seminar component and class participation is critical to the learning experience. Participation will be assessed in each class period. Your class participation and attendance will both contribute to your score of in-class performance.

**Cheating and Plagiarism:** Every student in this course must abide by the Kuwait University Policy on Cheating and Plagiarism (published in the Student Guide, Chapter 3, Section 2). A copy of the student guide can be accessed online on:

[http://www.kuniv.edu/cs/groups/ku/documents/ku\\_content/kuw055940.pdf](http://www.kuniv.edu/cs/groups/ku/documents/ku_content/kuw055940.pdf)

Please carefully note all sources and assistance when you turn in your work. Under no circumstances should you take credit for work that is not yours. You should neither receive nor give any unauthorized assistance on any deliverable. If you have any questions about what constitutes "unauthorized assistance" please email me before the deliverable is submitted.

**Writing Style:** Students must refer to APA writing style for their assignments and report writing. Refer to the English Language Center for help.

**Grading:**

The scores in this course will be the weighted average of the following items:

Weight	Description
20%	First midterm 12/3/2023
20%	Second midterm 16/4/2023
10%	Quizzes
10%	Participation
40%	The final exam
100%	TOTAL



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**Grade Distribution:**

<b>Grade</b>	<b>Range</b>
A	≥ 95
A-	≥ 90 and < 95
B+	≥ 87 and < 90
B	≥ 83 and < 87
B-	≥ 80 and < 83
C+	≥ 77 and < 80
C	≥ 73 and < 77
C-	≥ 70 and < 73
D+	≥ 65 and < 70
D	≥ 60 and < 65
F	< 60