

**KING FAHD UNIVERSITY OF PETROLEUM AND MINERALS**  
**College of Industrial Management**  
**Department of Management & Marketing**

**Course Syllabus-First Semester 2007-2008 (071)**

**MKT 400-Industrial Marketing**

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Instructor:	Dr. Robert A. Opoku
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Office Hours:	UT 1:10pm- 2:30pm and by appointment

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**Teaching Schedule:** U.T. 08:30-09:45

**Classroom:** Room 149

Textbook: Dwyer, Robert F. & Tanner, John F. (2006), *Business Marketing: Connecting Strategy, Relationships, and Learning*, New York, NY: McGraw-Hill, 3<sup>rd</sup> Edition, ISBN: 007-124438-7

### **COURSE OBJECTIVES**

To increase students' understanding of and appreciation for the characteristics of industrial markets that makes them unique. To increase the likelihood that students employed in industrial marketing can successfully use the principles of marketing management either the tactical or strategic level. Embedded in the structure of the course is an emphasis on the impact of such contemporary concerns as globalization and rapid changes in the many-sided nature of the firm's environment.

**PREREQUISITE:** MKT 301-Principles of Marketing

### **INSTRUCTIONAL DELIVERY APPROACH**

For students to learn and use the knowledge they will gain in a practical, real-life way rather than memorize facts long enough to "pass the test.", the principal vehicles to be used in exploring the content of this course will be lectures, class discussions, class assignments, case studies and quizzes. Due to this choice of approach, a high degree of class involvement is necessary in order to ensure effective session outcomes. Therefore, prior to each class meeting, students should read relevant sections of the text, and prepare notes for participation in the discussions.

### **COURSE REQUIREMENTS AND ASSESSMENT**

*Learning outcomes will be measured through:*

#### **1. Mid-Term Examinations - 40% (2@ 20% each)**

Two Mid-Term Exams will be conducted during this course. The exams could consist of short-essay questions including defining important terms and concepts, Multiple-Choice/True or False questions, and application of course principles to business marketing problems. Each exam will cover the most recent chapters of the textbook covered by the Instructor.

## **2. Quizzes -10% (2@5% each)**

Two quizzes, worth 5% each, will be administered during the semester. See course schedule for specific quiz dates. Quizzes could also comprise of short answer/essays questions based on lectures and the textbook.

## **3. Individual Assignment (10%)**

Find a B2B marketing professional in a renowned company. Conduct a 30 to 45-minute interview with this person by phone or in person. Ask him the following questions:

- (1) How did you get into a B2B marketing career?
- (2) What are your day-to-day responsibilities and activities?
- (3) What are the rewards and challenges you face in your job?
- (4) What knowledge and skills should a college graduate have to get into an entry-level position in B2B marketing?

Write a 3-page paper single-spaced in 12-point font with the above answers. In addition, provide details on the person interviewed, title, organization, date, duration and mode of the interview (phone or in-person). Comment on what you learned from this interview.

## **4. Final Examination (40%)**

The final examination will be based on all topics covered (in class) during the term, with emphasis on the latter part of the course. It will be primarily multiple-choice questions but may include short answer questions or a short case. Further details of the examination format will be given later in the course.

## **GRADING SCALE**

This will conform to the approved University grading scale (see the Undergraduate Bulletin 2006-2009, pp. 45)

## **WHAT IS EXPECTED FROM STUDENTS**

- a) University regulations on attendance will be strictly enforced (see page 38 of the Undergraduate Bulletin 2006-2009).
- b) No lateness will be tolerated.
- c) All mobile phones should be switched off during classes. Thus, classroom behavior must be conducive to learning.
- d) Evidence of academic dishonesty will be taken very seriously and severely dealt with.

## CLASS SCHEDULE

Date	Topic and Responsibility
Sept 9 & 11	Course Introduction (Sun) Ch 1 Introduction to Business Marketing (Tues)
Sept 16 & 18	Ch 2 The Character of Business Marketing (Sun) Ch 3 The Purchasing Function (Tues)
<b>Sept 23</b>	<b>National Holiday</b>
Sept 25	Ch 4 Organizational Buyer Behavior (Tues)
Sept 30	<b>First Quiz (Sun Sept 30 in Room 149)</b>
<b>Oct 3-19</b>	<b>Id al-Fitr Vacation</b>
Oct 21 & 23	Ch 5 Market Opportunities: Current and Potential Customers (Sun) Ch 6 Marketing Strategy (Tues)
Oct. 28 & 30	<b>First Mid-Term Examination (Sun, Oct.28) Chs 1, 2, 3, 4, 5 and 6</b> Ch 7 Weaving Marketing into the Fabric of the Firm (Tues)
Nov 4 & 6	Ch 8 Developing and Managing Products: What Do Customers Want? (Sun) Ch 9 Business Marketing Channels: Partnership for Customer Service (Tues)
Nov 11 & 13	Ch 10 Creating Customer Dialogue (Sun) Ch 11 Communicating with the Market : Advertising, Trade Shows and Public Relations (Sun)
Nov 18 & 20	<b>Second Mid-Term Examination (Sun, Nov. 18 in Room 149) Chs 7, 8, 9, 10, 11</b> Ch 12 The One-to-One Media (Tues)
Nov 25 & 27	Ch 13 Sales and Sales Management (Sun) Discussions on Challenges faced in the Individual Project (Tues)
Dec 2 & 4	Ch 14 Pricing and Negotiating for Value (Sun) <b>Second Quiz (Tues, Dec. 4 in Room 149)</b>
Dec 9 & 11	Ch 15 Evaluating Marketing Efforts (Sun) Case Study Analysis (Tues)
<b>Dec 13-28</b>	<b>Id al-Adha Vacation</b>
Dec 30 & Jan 1	Ch 16 Customer Retention and Maximization (Sun) <b>Final Report on Individual Assignment Due( Tues Jan 1, 2008 before 4pm)</b>
Jan 6 & 8	Case Study Analysis(Sun) Case Study Analysis(Tues)
Jan 13 & 15	Case Study Analysis (Sun) Course Review (Tues)
<b>Jan 19-29</b>	<b>Final Examinations</b>

N.B: Mid-Term Examinations and Quizzes will be held in Room 149.

Any changes in examination venues and schedules will be duly communicated to students.