

**SUBJECT CODE : P8MBA3EA2**

**ELECTIVE COURSE - II : BUSINESS TO BUSINESS MARKETING**

**Objective:**

The course attempts to expose the various concepts of Industrial marketing to students who have had a foundation course in marketing. This would enable the students to become familiar with the peculiarities of Industrial marketing and be able to apply the concepts and practices Industrial marketing to real life situations.

**UNIT – I**

Introduction to Industrial marketing – Industrial Marketing Operations.

**UNIT – II**

Segmentation in Industrial Marketing, Demand concepts for Industrial products, Industrial Marketing Research, Industrial Buyer Behaviour.

**UNIT - III**

Product Management – Product line planning – New Product development strategy.

**UNIT – IV**

Pricing, Distribution, Advertising and Sales Promotion of Industrial Products.

**UNIT – V**

Marketing strategy for Industrial Firms – Product Market Management – Developing & Evaluating Strategies – Effective implementation of Strategies.