## COX 4132 INDUSTRIAL MARKETING (3 CU)

**Course Description:**

The course is designed to provide students with the ability to understand industrial markets and relevant industrial marketing strategies. The course will also cover market structures and demand in business markets.

**Objectives/Aims:**

The course will help the students to achieve the following objectives:

* Understand the nature and role of industrial markets
* To explain the characteristics of industrial markets and buying situations
* To help students understand how to develop and implement relevant industrial marketing strategies.

**Learning Outcomes:**

Students should be able to;

* Evaluate the nature and role of industrial markets
* Develop and implement relevant industrial marketing strategies.

**Intellectual, practical and transferable skills**

* Problem solving skills, Teamwork, Communication

**Teaching and Learning Patterns**

* Use of case studies, class discussions, straight lecture, Group presentations

**Indicative Content**

Dimensions of industrial marketing (nature of industrial marketing, understanding industrial markets, industrial marketing environment), organizational buying and buyer behavior, industrial market segmentation, target marketing and positioning, product planning (developing product strategy, new product development), channel strategy (channel participants, logistics, physical distribution and customer service), marketing communication planning (industrial sales force, advertising, sales promotion and publicity), pricing policies (price determinants :customers, competition and costs, pricing decision analysis), international industrial marketing.

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Each course in the programme shall be assessed on the basis course work and final examination represented as follows:

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

**Core reading textbooks**

1. Robert R. Reeder, Edward G. Brierty, Betty H. Reeder "Industrial Marketing Analysis, Planning & Control (Hardcover – 2005)
2. [*Industrial Marketing Strategy, 3rd Edition*](http://www.amazon.com/Industrial-Marketing-Strategy-Frederick-Webster/dp/047111989X/ref=pd_bbs_sr_1?ie=UTF8&s=books&qid=1208847562&sr=1-1) by Frederick E., Jr. Webster (Paperback - April 17, 1995)
3. [*Business To Business Direct Marketing*](http://www.amazon.com/Business-Direct-Marketing-Robert-Bly/dp/0844232432/ref=pd_bbs_sr_2?ie=UTF8&s=books&qid=1208847562&sr=1-2) by Robert W. Bly (Hardcover - April 11, 1998)
4. [*Industrial marketing research: Techniques and practices*](http://www.amazon.com/Industrial-marketing-research-Techniques-practices/dp/0442259220/ref=sr_1_3?ie=UTF8&s=books&qid=1208847562&sr=1-3) by Donald D Lee (Unknown Binding - 1984)
5. [*Business Marketing Management: B2B*](http://www.amazon.com/Business-Marketing-Management-Michael-Hutt/dp/0324316852/ref=sr_1_4?ie=UTF8&s=books&qid=1208847562&sr=1-4) by Michael D. Hutt and Thomas W. Speh(Hardcover - Jun 27, 2006)
6. [*Industrial Marketing Management*](http://www.amazon.com/Industrial-Marketing-Management-Robert-Haas/dp/0534010849/ref=sr_1_5?ie=UTF8&s=books&qid=1208847562&sr=1-5) by Robert W. Haas (Hardcover - Jan 1982)
7. [*Industrial Marketing Management: Text and Cases*](http://www.amazon.com/Industrial-Marketing-Management-Text-Cases/dp/0534062768/ref=sr_1_6?ie=UTF8&s=books&qid=1208847562&sr=1-6) by Robert W. Haas (Hardcover - Jan 1986)
8. [*Industrial marketing research, techniques & practices*](http://www.amazon.com/Industrial-marketing-research-techniques-practices/dp/0877622485/ref=sr_1_8?ie=UTF8&s=books&qid=1208847562&sr=1-8) by Donald D Lee (Unknown Binding - 1978)
9. [In*dustrial Marketing Management Text and Cases* Third Edition](http://www.amazon.com/Industrial-Marketing-Managemant-Cases-Third/dp/B0010LS2LW/ref=sr_1_9?ie=UTF8&s=books&qid=1208847562&sr=1-9) by Robert W. Ph.D. Haas (Hardcover - 1986)