

Course Description – Curriculum 2018

Subject: MK324 Business -to -Business Marketing

Credits: 3

Prerequisite: MK201

Description: A study of concepts and practices in business-to-business (B2B) marketing and how it is related business-to-consumer (B2C) marketing. Topics include B2B market environments, procurement, business purchasing behavior, government buyers, marketing opportunities, marketing strategy, product development and management, business marketing channels, customer relationship management, marketing communications, digital marketing for B2B business, sales management, selling techniques, pricing and negotiation, marketing evaluation, customer satisfaction, and vision in business-to business marketing.