

Course Name- Industrial Marketing

Course Code- MS 509

Course Credits: 6

Course Objective: To acquaint the students with planning, technique and organization of Industrial Marketing

BLOCK I INTRODUCTION TO INDUSTRIAL MARKETING

Unit I Introduction, Nature, Scope, Industrial Marketing vs. Consumer Marketing, Industrial Demand and Customer

Unit II Types of Industrial Products and Industrial services

Unit III Strategic Marketing planning

Unit IV Industrial Marketing Mix

Unit V Organizational Buying and Buyer Behavior

BLOCK II INDUSTRIAL MARKETING MIX

Unit VI Industrial Product Management

Unit VII Industrial Product Pricing Decisions

Unit VIII Buyer-Seller Relationships

Unit IX Industrial Marketing Research

Unit X Market Segmentation, Targeting and Positioning

Unit XI Emerging Trends in Industrial Marketing

BLOCK III INDUSTRIAL PROMOTION AND BUYER BEHAVIOUR

Unit XII Promotion Strategies for Industrial Goods / Services

Unit XIII Sales management in Industrial Marketing

Unit XVI Sales promotion technique in Industrial Marketing

Unit XV Buyer Behaviour Models in Industrial Goods and Services

Unit XVI Factors affecting Buyer Behaviour in Industrial Marketing

Unit XVII Standard Industrial Products and Services

BLOCK IV INDUSTRIAL MARKETING AND ITS INTERNATIONAL SCENARIO

Unit XVIII Industrial Business Marketing Logistics

Unit XIX Industrial Marketing Information System

Unit XX Business Networks and Technology

Unit XXI Ethics in Industrial Marketing

Unit XXII International Industrial Marketing

Unit XXIII E-Business in Industrial Marketing

Books Recommended:

1. Industrial Marketing – Hill, Alexander, Cross
2. Industrial Marketing – Analysis, Planning and Control – Reeder, Brierty, Reeder
3. Industrial Marketing – P K Ghosh
4. Industrial Marketing – Hawaldar Johri, Lalit M., “International Marketing: Strategies for Success”.