

MBA 687: B2B Marketing

Professor: Derek Podobas

Course Description and Objectives

The Business-to-Business (B2B) environment is substantially larger and more significant one than its better known Business-to Customer (B2C) counterpart. Despite of that, it receives very little coverage in classical marketing.

This course was designed for students who would like to prepare for vast career choices offered by this area of marketing and who want to understand how the B2B environment differs from that of B2C.

This is a fact-based and hands-on marketing class. Students will work with real life cases, critically examine testimonials by successful B2B executives, and “test drive” selected strategies and tactics using Excel based business models.

Throughout this course students will be encouraged to adopt, fit for the 21st century, socially and environmentally responsible business practices.