MKT 535 - Business-To-Business Marketing Management

**You Should Take This Class If You**

- Want to increase your exposure to companies and hear from them about the issues they are currently facing.
- Want practice applying what you have learned to a real company in order to develop strategic recommendations.
- Want to discuss topics that will be of interest to future employers with fellow students, faculty, and industry representatives.

**Course Description**

The business-to-business (B2B) marketing world differs from the business-to-consumer (B2C) marketing world in substantial ways. In B2B, the target market is usually a well-defined community often with their own subculture. A lot of the B2B marketing effort involves direct and personal interaction with potential customers, and many B2B purchasing decisions are made by committee, such that the marketing effort has to provide 360 degree coverage. B2B marketing is targeted, nuanced, and often requires deliberately targeted marketing strategies designed to positively impact market evolution. This course is designed to prepare students for a job in the business-to-business (B2B) marketing world (B2B marketing positions represent a significant proportion of the marketing job opportunities).

**Deliverables**

- Short reviews (~1 page) of assigned readings and reflections on guest speaker comments.
- A significant project presentation that recommends potential ideas to advance a firm’s marketing strategy
- Class Participation
- Final Exam

**Course Essentials**

Professor Gerard Power  
ATT 959  
gerardpo@marshall.usc.edu  
(213) 740-0981

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Tuesday, Thursday  
11–12:20pm