Course Syllabus

Code - Course Title	**PZL622 - Business to Business (B2B) Marketing Strategies**
Course Type	II. SEMESTER
Laboratory + Practice	3+0
ECTS	**7.5**
Language of Instruction	Türkçe
Course Type	Elective Courses
Course Instructor(s)	PROF. DR. NEZİHE FİGEN ERSOY ARCA

Mode of Delivery	This course is done face to face.
Prerequisites	There is no prerequisite for this course.
Courses Recomended	It is recommended to take Industrial Marketing course from the Department of Business Administration during the undergraduate period.
Recommended Resources	Jared R. Fabac, The Industrial 8Marketing) Revolution, IUniverse books, 2013John Barret, B2B Costomer Insight, IAP, 2012Hugh Taylor, B2B Technology Marketing,taylor Market Inc., 2013Ed Peelen, rob Belman, Customer Relationship Management, Second Edition, Pearson, 2013Ross Brennan, Louise Canning, Raymond McDowell, Business to Business Marketing, AMS, 2010Frederick Webster Jr., Industrial Marketing Strategy, Third Edition, 1991Michael Morris, Industrial and Organizational Marketing, Second Edition, 1992Binghan, Gomes, Knowles, Business Marketing, third Edition, Mcgraw-Hill, 2005
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Fundamentals of B2B marketing	
Week - 2		B2B Marketing Theory	
Week - 3		Relationship Marketing	
Week - 4		network Theory	
Week - 5		Customer Behaviour Models in B2B	
Week - 6		Analysis of Buying Center	
Week - 7		Analysis of Selling Center	
Week - 8		Customer Acquisition and Loyalty	
Week - 9		Customer satisfaction in the B2B Market	
Week - 10		Customer Experience Management in the B2B Market	

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 11		Managing of customer insight and foresight	
Week - 12		Customer Relations Management	
Week - 13		Customer journey analysis	
Week - 14		Case study	

Learning Outcomes

#	Learning Outcome
1	Students will be able to define the concept of Business to Business (B2B) Marketing.
2	Students will be able to explain the development of B2B Marketing.
3	Students will be able to explain buyer behavior.
4	Students will be able to relate the concepts of customer acquisition, loyalty and satisfaction in the B2B Market.
5	Students will be able to demonstrate customer experience management and the customer journey.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.