Course Description

**MKT372 – B2B Marketing**

Business-to-business (B2B) and business-to-government sales represent roughly 60% of total US economic output. A substantial percentage of McCombs graduates accept employment after graduation in entities that market their products to business and government customers. This course focuses on the skills students need to understand the unique needs of business customers and succeed in marketing and management roles within B2B businesses. Case studies and guest lecturers focus on B2B marketing skills including: organizational buying and selling models; launching B2B products and services; pricing a product line; sales management and support; managing distribution partners; and social media for B2B promotion.

B2B Marketing will include lectures, case discussions, a real world B2B marketing project, and guest speakers.