

**MARKETING 6930**  
**Business-to-Business Marketing**  
**Spring, 2017**

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**Brief Overview of the Course**

You have signed up for a course that, because of the time constraints, will be a bit like drinking from a fire hydrant! Fortunately, it is not a survey course. Instead of trying to cover all the topics related to business-to-business marketing, we will focus on a limited number of critically important subjects. The emphasis will be on how organizations can gain a profound understanding of their customers; how to develop a superior value proposition; how to design channels of distribution that are efficient and effective; how to develop a winning sales strategy; and how to do all of this and manage your career in a terribly volatile global and technological arena without going to jail.

There is no textbook. Instead, you will be assigned books that are actually being read and acted upon by executives. There is no way you will have time to read all of the books in one week. Critical pages will be noted for assignments, but you are encouraged to keep the books and read them fully when time permits.

**Reading Materials**

You will be expected to read selected sections of the following and be prepared to respond to questions on the following:

Jim Collins and Morten T. Hansen, *Great by Choice* (NY: Harper Collins Publishers, 2011).

Francis J. Gouillart and Frederick D. Sturdivant, "Spend a Day in the Life of Your Customers, *Harvard Business Review*, January-February, 1994.

W. Chan Kim and Renee Mauborgne, *Blue Ocean Strategy: How to create Uncontested Market Spaces and Make Competition Irrelevant* (Boston: Harvard Business School Press, 2015), Expanded Edition.

Fred Reichheld with Rob Markey, *The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World* (Boston: Harvard Business School Press, 2011).

Jeff Thull, *Mastering the Complex Sale* (Hoboken NJ: John Wiley & Sons, Inc., 2010), Second Edition.

## **Expectations and Evaluation**

It is assumed that MBA students are seriously committed to the profession of management and will be diligent about their level of effort and will seek critical and objective feedback. You will receive it in this course as grades and comments on your assignments will reflect an honest and candid evaluation.

You will be expected to complete two team assignments as well as a final examination. You will also be evaluated on the quality of your class participation.

Two team papers	40%
Class participation	20%
Final examination	40%

Specific assignments will be distributed in class.

Note: Should you have issues with your experience in this course that cannot be resolved with the instructor, department, or program, please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

