

MKT 635: Industrial Marketing

Industrial marketing is the marketing of goods and services from one business to another, B2B market is increasing day by day. Competition is increasing, aim of this course is to enable students to better understand and deal in B2b market.

Course Contents:

-) Design international marketing strategies
-) Industrial links in international market
-) Business Models and trade theories
-) Marketing Strategies in Corporate Sector

Text Books:

-) Frederick E. Webster: Industrial Marketing Strategy
-) John Coe: The Fundamentals of Business-to-Business Sales & Marketing
-) Michael D.(Michael D. Hutt) Hutt: Business Marketing Management: B2B
-) Robert W. Bly: Business-to-Business Direct Marketing: Proven Direct Response Methods to Generate More Leads and Sales, Second Edition