

Course Title	<b>INDUSTRIAL MARKETING STRATEGY</b>
Course Code	<b>MKT 602</b>
Course Purpose and Objectives	This course is designed to give students advanced knowledge on the elements of commercial or "Business-to-Business" marketing. Students will be able to critically evaluate topics related to industrial marketing and how it differs from consumer marketing. They will be able to discuss the buying behaviour and the purchase cycle of industrial market, distribution channels, and marketing strategies applied and used in industrial marketing efforts.
Learning Outcomes	<ol style="list-style-type: none"> <li>1. Critically evaluate the nature of Industrial Marketing.</li> <li>2. Discuss the various marketing management concepts that will assist in the buying and selling process into a 'Business to Business' context.</li> <li>3. Construct Industrial market segmentation, targeting, and positioning.</li> <li>4. Discuss the industrial Product Life cycles and the development of new products.</li> <li>5. Critically evaluate the nature of industrial distribution, the various types of resellers, the perception of industrial distributors as well as the Industrial Marketing communication mix.</li> </ol>
Course Content	<ul style="list-style-type: none"> <li>• The nature and scope of industrial marketing and</li> <li>• Buyer-seller relationships</li> <li>• Analysis of the industrial market segmentation, targeting, and positioning</li> <li>• Analysis of product strategy and new product development</li> <li>• Developing market for new industrial products</li> <li>• Analysis of industrial pricing strategy</li> <li>• Analysis of industrial distribution strategy</li> <li>• Analysis of industrial marketing communications</li> </ul>