



Business to Business Sales & Marketing (MKT 4220)

Spring 2017 T & TH

Section 1 & 2

“Success in business requires training and discipline and hard work. But if you're not frightened by these things, the opportunities are just as great today as they ever were.” *David Rockefeller*

“In the business world, everyone is paid in two coins: cash and experience. Take the experience first; the cash will come later.”
Harold S. Geneen

Class: T & TH - SEC #1 9:50am-11:30am SEC #2 12:30pm-2:10pm @ CC 108

Instructor: J.J. Shields

Office: Lentz 238

M 1:30-3:30pm & T/TH 2:30-4pm (or by appointment)

E-Mail: jshields@carthage.edu

Phone: 262-551-5886

Text Book: *The Business Startup Kit* by Steven D. Strauss (eBook)
The Plan-As-You-Go Business Plan by Tim Berry (eBook)
The Art of the Start by Guy Kawasaki

Course Fee: \$75 for the above books + access to LivePlan Pro website for 6 months.

PAYMENT IS DUE FEB 15 (Late payment will result in -10% deduction from your final grade!)

Course Description

This “capstone” class for marketing majors is taught within the framework of a business-to-business sales & marketing context.

The primary purposes of this course are:

- As a B2B Class; to introduce the unique characteristics of the business-to-business customer in the environment of an increasingly complex, competitive and global marketplace.
- As a capstone class; it is the culminating class where students demonstrate all that has been learned and to provide an opportunity for students to apply this knowledge in a real-world B2B context.

Upon completion of this course you will:

- Understand business-to-business sales & marketing.
- Understand how to start and run a B2B distributorship.
- Understand how to use a Kanban-based project management tool.

Expected Learning Outcomes:

Upon successful completion of this course, students should develop:

- The ability to analyze the B2B marketplace.
- The ability to identify customer needs/wants and identify viable target markets.
- Develop a feasibility study.
- The ability to write a comprehensive business plan via industry standard software.
- The ability to develop basic marketing materials.
- The ability to work in teams.
- Ability to use Trello Project Management Software.

At a very high level, the highest performing marketing and sales professionals excel in both the planning and execution phases. As such, this course is divided into 2 modules; a planning module & an execution module. Listed below are details:

#1. Module – Planning

- Teams will be formed.
- Potential B2B products will be identified.
- Feasibility studies will be developed.
- Develop mission/vision statements
- Develop brand positioning statements
- Business plans will be created (using LivePlan Pro)
- Business plans will be presented in a “Shark Tank” format.
- Final outcome: A comprehensive business plan

#2. Module – Execution

- Develop a basic tactical marketing plan
- Develop basic marketing materials:
 - Logos/Icons...
 - Business cards
 - Product brochure
 - Basic website
- Develop a Google AdWords campaign
- Develop a direct marketing campaign

Required Access:

You will need internet access for the LivePlan Pro website and other activities.

Means of Assessment

<i>Item</i>	<i>% of Final Grade</i>
Final Exam	15
Feasibility Study	5
Mission/Vision Statement	5
Brand Position Statement	5
Business Plan	20
Presentation of Business Plan	5
Logo/Icon	5
Business Cards	5
Product Brochure/Pricing Sheet	5
Google Adwords Campaign	5
Direct Marketing Campaign	5
Mock Interviews	5
LinkedIn Account	5
Professionalism	10
	100 Total Points

NOTE – LATE WORK WILL NOT BE ACCEPTED. YOU WILL RECEIVE 0 POINTS FOR LATE ASSIGNMENTS.

Attendance:

You are expected to be at all classes. **If you cannot attend a class, you must send an email to the professor with details BEFORE class begins. If no email is received before class begins, you will lose 1% of your final grade for each occurrence.**

Final Exam (15%):

There will be 1 exam during the year. The exam will be based on the book readings.

If you know that you are going to miss an exam, it is your responsibility to arrange to take the exam **prior** to the scheduled exam date. Make-up exams are at the discretion of the instructor.

LinkedIn Account (5%)

Every student is required to set-up a LinkedIn account. The account must be 100% complete (including a professional photo, summary, work experience, skills, organizations...)

You are also required to establish **at least 25 connections** (plus a connection with me), join at least 3 groups that you find interesting and follow at least 5 company/news feeds.... (note-try and make sure that most of your connections are NOT Facebook friends. Try connecting with former employers, relatives, friends who have graduated and have jobs...)

Feasibility Study (5%):

This is a short 4-7 page report that must include the following sections:

#1. Executive Summary (4 paragraphs):

1. What is the idea for the business?
2. Who is the potential target market? How big is it?
3. How profitable is your business? Include start-up costs & return.
4. What assumptions did you make??

#2. SWOT Analysis

- This is a standard SWOT analysis

#3. Market Potential:

1. Determine the total market potential - total number of companies that could buy your product.
2. Determine your share of the market - total number of companies who will buy your product or service.

#4. Financial:

1. Calculate the cost of your buildings, fixtures and equipment. This includes all costs related to your building or facility, such as fixtures, shelves, renovations, counters, display cases, etc.
2. Calculate the cost of your merchandise. This is the wholesale cost of the products or services you sell to your customers. In financial statements, it is referred to as Cost of Goods Sold (COGS).
3. Calculate your cash operating expenses. This consists of all costs to operate the business, including utilities, rent, wages, insurance, advertising and more.
4. Determine your budget for other expenses. Have you missed any miscellaneous costs that don't fit in the other categories? This might include items like warranties, travel/meals.
5. Project your sales price. Multiply it by your market share times the number items/year they will buy.
6. Subtract your total expenses from your total sales. Positive number = income
7. Calculate the return on your investment, accounting for the time value of money if possible.

#5. Responsibilities

- Who did which part of this report? Detail what you did. Each person adds one page here.

Mission/Vision Statement (5%)

This is 2 simple paragraphs which describes your company's mission & vision.

Brand Positioning Statement (5%)

A brand positioning statement is a one- or two-sentence statement that articulates your product or service's unique value to your target customers, sometimes in relation to your competition.

Business Plan (20%)

Students will use LivePlan Pro to develop the business plan. Much of the work completed in the feasibility study can be refined and used in the business plan. Heat Maps are required!

Presentation of the Business Plan (5%)

Teams will make a 15 minute professional presentation. The presentations will be graded on preparation, professionalism and knowledge of materials. (Think Shark Tank)

Logo/Icon (5%)

Each team will develop a unique brand for their product and/or company. This will also include a professional corporate logo and icon (if needed).

Business Cards (5%)

Each team will create professional looking business cards for each member of the team (including job titles). The professor will provide a limited number of business card stock paper for printing the cards.

Product Brochure/Pricing Sheet (5%)

Each team will create a professional looking 4-color product brochure. In addition, a B&W pricing sheet will be created.

Google Adwords Campaign (5%)

Teams will be required to create a Google Adwords campaign. Two reports (your choice) must be turned in. OR a Twitter AND Facebook campaign could be used.

Direct Marketing Campaign (5%)

Teams will create a direct mail campaign of their choice. Note: This tactic does not have to be executed (due to costs) However, the campaign materials must be turned in.

Mock Interviews (5%)

Each student will submit a job description for a job they would consider after graduating. Each student will then have a 12-15-minute mock job interview for that job. NOTE: Portfolios must be updated for the interviews. NOTE: All students are required to attend the last round of mock interviews during finals week. **(Failure to attend will result in 0 points for Professionalism)**

Professionalism/Class Participation (10%)

Since this is the capstone class for graduating seniors, expectations will be high. One of the most important factors will be:

1. Did the student follow the **directions**?
2. Did the student meet the **deadline**?

Grading

93%-100%	A
90% - 92%	A-
87% - 89%	B+
83%-86%	B
80% - 82%	B-
77% - 79%	C+
73% - 76%	C
70% - 72%	C-
67% - 69%	D+
63% - 66%	D
60% - 62%	D-
0% - 59%	F

Additional Information

- Every effort will be made to return email in a timely manner. During the week I frequently check my email as late as 7pm. Any emails received after 7PM will be answered after 10am the next morning.
- The instructor reserves the right to refuse to accept any student assignment that is turned in late. Late assignments that are accepted may include a penalty.
- If a student needs to miss an exam, they must notify the instructor before the examination and schedule a make-up exam within 1 week of the original test date. Any such make-up exam, if granted, may not be the same version as the original exam.
- Students are responsible for all the information presented in PowerPoint presentations—even though we may not cover every slide in class.
- Cell phones and other electronic communication devices are not permitted during class time. However, laptops will be needed for some class exercises.
- The syllabus, assignments and outline may change at the discretion of the instructor.
- If you have a disability-related need for accommodations in this course, please contact me during the first week of class. You will also need to provide documentation of your disability to Diane Schowalter in the Advising Center, x5802.

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Course Outline

DATE	Topic	Reading Assignment	Other	
FEB 2	Introduction & B2B	NOTE: Use checkboxes to record on-time submission of assignments.		
FEB 7	Assessments & Forming Teams/ Overview of financials	PLAN ch 1&3 & Find Products	<input type="checkbox"/> <u>Assessments DUE (2/8 9AM)</u>	
FEB 9	Brand Positioning/Trello	KIT ch1-4	Finalize Teams/Job Titles	P L A N N I N G
FEB 14	Session 1 – Introduction & Mission/Vision	ART ch 1 & 2	Finalize Product	
FEB 16	Session 2 – Concept Kick Start	KIT ch9	<input type="checkbox"/> Mission/Vision 1 st Draft DUE	
FEB 21	Session 3 – Business Basics	KIT ch6	<input type="checkbox"/> Feasibility Study DUE	
FEB 23	Session 4 – Market Analysis	ARTch4	<input type="checkbox"/> LinkedIn Account DUE	
FEB 28	Session 5 – Marketing Strategy	PLAN ch4	<input type="checkbox"/> Brand Positioning 1 st draft DUE	
MAR 2	Session 6 – Basic Numbers I	KIT ch13&15	<input type="checkbox"/> Mission/Vision DUE	
MAR 7	Session 7 – Basic Numbers II	PLAN ch5	<input type="checkbox"/> Brand Positioning & Name DUE	
MAR 9	Session 8 & 12	ARTch3		
MAR 14	Presentation of Plans (Shark Tank)		<input type="checkbox"/> Business Plans DUE	
MAR 16	Business Planning Review		<input type="checkbox"/> Revised Plans DUE	
MAR 28	B2B Tactics	ARTch9		
MAR 30	Best Practices – Logos	KIT ch 18&19		
APR 4	Session 10 Web Marketing	KIT ch21-24	<input type="checkbox"/> Marketing Tactics DUE	
APR 6	Best Practices – Business Cards & Branding	KIT 14	<input type="checkbox"/> Logos/Icons DUE	
APR 11	Best Practices – Brochures/Sales Materials			
APR 13	Best Practices – Direct Marketing		<input type="checkbox"/> Business Cards DUE	
APR 18	Best Practices – Web Sites			
APR 20	Google Adwords		<input type="checkbox"/> Product Brochure/Price Sheet DUE	
APR 25	Review Sales Calls		<input type="checkbox"/> Job Description for Interview DUE	
APR 27	Portfolios		<input type="checkbox"/> Direct Mkt campaign DUE	
MAY 2	Interviewing Techniques		<input type="checkbox"/> Website DUE	
MAY 4	Mock Job/Grad School Interviews		<input type="checkbox"/> <u>Updated</u> Portfolio's DUE	
MAY 9	Mock Job Interviews		<input type="checkbox"/> Google AdWords DUE	P H A S E
MAY 11	FINAL EXAM & Mock Interviews			
Finals	Mock Job Interviews			

NOTE: All Due Dates are FIXED and will NOT change. All assignments are due BEFORE class begins. Session Numbers correspond to LivePlan Pro website.

ART = The Art of the Start book

KIT= The Business Startup Kit eBook

PLAN = The Plan-As-You-Go Business Plan eBook

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