

Business to Business Marketing

MARK 7397
Summer II 2018
M & W 6:00-10:00PM

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Office Hours: 2:00-6:00 Monday and by appointment
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This course qualifies for the Sales Certificate emphasis for the Bauer MBA

1. Required Course Materials

Value Merchants: Demonstrating and Documenting Superior Value in Business Markets

James C. Anderson, Nirmalya Kumar, James A. Narus

For other articles and collateral see hyperlinks in the Appendix to the Syllabus

2. Nature of the Course

Business to Business (B2B) marketing is different than Business to Consumer (B2C) marketing. An understanding of basic marketing principles is necessary, but not sufficient to successfully market in the B2B space. This course will identify and analyze these differences then discuss how to successfully market in this space.

We will do this in the context of two very different, and very challenging industries - Oil and Gas and Healthcare. Offering a business to business marketing course focusing on Oil and Gas is consistent with the University of Houston and Bauer College's focus on energy and capitalizes on its location in the world's energy capital. As Houston's second largest industry - Healthcare and Biotechnology is also a good study candidate, especially considering the changes and massive consolidation in this industry.

We use these two industries as a laboratory or case study to understand how B2B markets work and how to succeed in them.

The class will use articles and online content. We will look at the 4 specific B2B markets in the Oil and Gas industry. We will look at health care systems like Methodist and Memorial Hermann, the Oral Care industry, healthcare IT providers and pharmaceutical/medical device companies. All of these segments will be discussed via a guest speaker and a student presentation on that market.

Effectively presenting ideas and concepts persuasively, concisely and clearly is necessary in today's competitive world. It is a critical skill in almost every role in a corporate environment, including, maybe especially, in Marketing. And, if there is another role where effective presentations is even more important it is in sales. If a salesperson can not present their solution effectively they will fail. Each student team will give two presentations during the class on the dates scheduled below. The quality of the presentation, separate from the content, is a critical part of the grade.

3. Learning Style

The learning methods in this course require advance preparation by the students. We will work together to present, discover and share ideas in order to learn more about the issues related to marketing products and services to businesses. I believe that a variety of pedagogical and anagogical techniques maximize what we all get from the class. Therefore, the course will use online curriculum, industry guest speakers, lecture, facilitator and student-led discussion, multiple research projects, Socratic dialogue, group work and student presentations to expose key learnings.

4. Daily Routine

For most weeks, I expect class meetings to follow this type of routine:

- Monday
 - Guest Speaker Oil and Gas Industry – 60 Minutes
 - Break
 - Student Presentations on Text Material – 30 Minutes
 - Student presentation on Oil and Gas industry - 40 minutes

- Wednesday
 - Guest Speaker Healthcare Industry – 60 Minutes
 - Break
 - Student Presentations on Text Material – 30 Minutes
 - Student presentation on Healthcare industry - 40 minutes

5. Group Projects

Each student team will be involved in two group presentations and one final paper.

a. Team Presentation - Energy or Healthcare Industry

A student team will be assigned to an Oil and Gas company or a Healthcare company. The team will be responsible for presenting their company's marketing position and

how effectively that position uses the concepts in our text. Each team will give a presentation for their company organized around the 4P's of Marketing and a SWOT/PEST analysis. For more details on these presentations refer to the Blackboard Learn assignments.

These group projects will be formal presentations using appropriate technology and any supporting documentation.

Grades will be based on knowledge of the company's marketing position, especially:

- Differentiation and segmentation strategies
- Alignment with Corporate Strategy
- Use of concepts in ***The Value Merchants***
- Future direction and changes

And:

- Quality of Media and Materials
- Presentation Skills
- Supporting Documentation
- Use of and adherence to time constraint – 40 Minutes

b. Team Presentation – Value Merchants

Each team will present one chapter from *Value Merchants: Demonstrating and Documenting Superior Value in Business Markets*. The objective of the PowerPoint presentation is to give our class a working knowledge of the concepts of this text.

Grades will be based on demonstrated understanding of the marketing concepts in the text and:

- Quality of Media and Materials
- Presentation Skills
- Use of and adherence to time constraint – 30 Minutes

c. Team Paper

Each **team** will prepare a 3-5-page paper. (1.2 space, double space between paragraphs) The paper will analyze how effectively **one** of the team's IOC or Healthcare market segment uses the concepts from *The Value Merchants* to create a competitive advantage in the marketplace. I expect the paper to be organized similar to the following outline:

- i. Description of the company and the company's chosen segment
- ii. The 4 P's for the chosen segment

- iii. Use of *The Value Merchant* concepts
- iv. Team analysis of the company's' approach
- v. Team recommendations for the companies

6. Class Participation

An effective class session can only occur if you, your classmates, and I are involved in the learning process. This requires detailed advance preparation from all of us.

Class discussions are enhanced by a free and open exchange of ideas. We learn from each other by building off other people's comments and by disagreeing with other people. You should be prepared to defend a position that you take and you should expect others to defend their positions. I encourage you to challenge ideas with which you disagree—remember to *challenge the idea and not the person*. Furthermore, you should expect to be challenged by others—who disagree with your ideas, not you. By defending your ideas you will learn, but you should also be willing to change your mind. Changing your mind is also a sign of strength. Be aware that for many issues there is no one right answer. I also want to encourage you to be creative in your ideas and show a willingness to take chances.

Class participation is a critical component of my evaluation of your performance in the class. Participation is based on quality, but some level of quantity is also necessary. Quality participation moves the discussion along and contributes to our collective learning.

Note: I assume you are prepared for every class—so tell me if you are not. If I cold-call you and you are obviously not prepared, you will lose all of your "1 pointers" for the semester.

7. Attendance Policy

Attendance is expected—in my classes we all learn from each other and your absence will prevent us from learning from you and you learning from us. **We meet 8 days, you can not miss a class and expect to be successful.**

8. Grades

I expect that by this time in your graduate education that you are intrinsically motivated. I also expect that you are taking this course because you genuinely want to learn more about Business to Business Marketing and probably the Energy Industry. Therefore, I do not require any exams in this class.

On the other hand, I believe that we all tend to do what is evaluated and rewarded. I am very interested in learning from you and I think that your colleagues share this interest. If you choose to not actively participate in the class you deny us the ability to

learn from your wisdom and experience. To assure that you give as much to the class as you hope to receive from it, I rely on grades (besides the school requires them). I expect to base your grades on the following proportions:

Team Presentation Content	(2@ 20%)	40%
Team Presentation Quality	(2@ 10%)	20%
Team Paper		20%
Class Participation		20%

9. Tentative Schedule

June 4- Overview - Energy

- Class Overview
- Effective Presentations - **Guest Speaker - Randy Webb**
- The Business to Business Players in the Energy Industry
 - The hydrocarbon supply chain
 - B2B Segments
 - Downstream: Lubes, Fuels, Chems (Commodity and Specialty)
 - Midstream and Trading
 - OFS
 - Oil Field Services
 - The two giants, plus one
 - The rest
- Discuss 4P's, SWOT and PEST

June 6- Overview - Healthcare

- Student Presentation - The Value Merchants – Chapter 1 - Team 1 - Chevron
- Student Presentation - The Value Merchants – Chapter 2 - Team 2 - GE Oil and Gas
- Business to Business Players in the Healthcare Industry
 - Healthcare providers
 - Pharma
 - Devices
 - Supplies
 - Equipment
- **Guest Speaker - Robyn Hoban**

June 11 - O&G

- Student Presentation - The Value Merchants – Chapter 3 - Team A - 3M
- Student Presentation - The Value Merchants – Chapter 4 - Team B- Eli Lilly
- **Guest Speaker - Merv Swan**
- Student Presentation – Team 3- Schlumberger - Oil Field Services

June 13 - HC - Equipment and Devices

- Student Presentation - The Value Merchants – Chapter 5 - Team 3 - Schlumberger
- Student Presentation - The Value Merchants – Chapter 6 - Team 4 - Halliburton
- Student Presentation – Team C - GE Healthcare - Medical Equipment
- **Guest Speaker - Juli Ramos, Eli Lilly**

June 18 - O&G

- Student Presentation - The Value Merchants – Chapter 7 - Team C GE Healthcare
- Student Presentation - The Value Merchants – Chapter 8 - Team D Medtronics

- Student Presentation – Team 4 - Halliburton – Oil Field Services

June 20 - HC

- Student Presentation – Team A – 3M - Medical Supplies
- Student Presentation – Team D – Medtronics - Medical Devices
- **Guest Speaker - David Ratliff - Citgo Petroleum**

June 25 - HC & O&G

- Student Presentation – Team 1 Chevron- Lubricants
- Student Presentation – Team 2 GE Oil and Gas
- **Guest Speaker - Perry Allen 3M C3SD**

June 27 - HC

- Student Presentation - Team B Eli Lilly - Pharmaceuticals
- **Guest Speaker - David Vinzant**

July 2 - Summary and Wrap Up

- **Team Paper Due**
- **Class Evaluation in Class**
- **Guest Speaker - David Vinzant**
- Summary and Wrap – Up

10. Academic Honesty

The University of Houston Academic Honesty Policy is strictly enforced by the C. T. Bauer College of Business. No violations of this policy will be tolerated in this course. A discussion of the policy is included in the University of Houston Student Handbook, <http://www.uh.edu/dos/hdbk/acad/achonpol.html>. Students are expected to be familiar with this policy.

11. Accommodations for Students with Disabilities

The C. T. Bauer College of Business would like to help students who have disabilities achieve their highest potential. To this end, in order to receive academic accommodations, students must register with the Center for Students with Disabilities (CSD) (telephone 713-743-5400), and present approved accommodation documentation to their instructors in a timely manner.

12. Statement About Teaching

The CBA has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions. We openly encourage students to provide feedback to the instructors and to the CBA through the evaluation process.

13. Cellular Phone/Technology Use Policy

I expect cell phones to be **turned off** during class. Failure to comply will be applied in a negative fashion in your Attendance/Participation scoring.

I encourage students to use any available note-taking technology, but will ask any student that is using technology for other than note-taking to turn off the device.

Appendix – Links to Useful Articles

#1 Wikipedia Energy Industry Overview

http://en.wikipedia.org/wiki/Energy_Industry

#2 Wikipedia Petroleum Industry Overview

http://en.wikipedia.org/wiki/Petroleum_industry

#3 API Industry Overview

<http://www.api.org/story/index.html>

#4 The Big 5

http://www.bakerinstitute.org/publications/NOC_IOCs_Jaffe-Soligo.pdf

#5 Crude Oil Products and Specs

http://en.wikipedia.org/wiki/List_of_crude_oil_products

#6 The Relationship between IOC and NOC

<http://www.newser.com/story/3533/exxon-conoco-pull-out-of-venezuela.html>

#7 Natural Gas

http://en.wikipedia.org/wiki/Natural_gas

#8 Daniel Yergin, NY Times, 6/9/2012

<http://www.nytimes.com/2012/06/10/opinion/sunday/the-new-politics-of-energy.html?pagewanted=all>

#9 Downstream definition and products

http://en.wikipedia.org/wiki/Downstream_oil_industry

#10 Gas and Diesel Marketing and Pricing

http://en.wikipedia.org/wiki/Gasoline_and_diesel_usage_and_pricing

#13 Shell Agreement with TA truckstops – What does this mean?

<http://www.cdllife.com/2012/top-trucking-news/trucking/shell-oil-to-begin-selling-lng-at-ta-truck-stops/>

HEALTHCARE:

Various Advisory Board Articles:

<https://drive.google.com/file/d/0By6us1VJJmPVNU9RTTM5NF9aS2c/view?usp=sharing>

<https://drive.google.com/file/d/0By6us1VJJmPVby0tMI9tLURYV2lzVU0wMGxhUmzczjN1Q2Y0/view?usp=sharing>

<https://drive.google.com/file/d/0By6us1VJJmPVS11GS2ctVno5dVo4VjAxMWdFalZyV0hIV3Iw/view?usp=sharing>

<https://drive.google.com/file/d/0By6us1VJJmPVTGtRSVpBNWpxN0F6dUR5QmsxY3FhVlp2VkhR/view?usp=sharing>

<https://drive.google.com/file/d/0By6us1VJJmPVczhFRVRmRV9RdEhPWTUyeFhHYXFvTGdlODJR/view?usp=sharing>

<https://drive.google.com/file/d/0By6us1VJJmPVNWhZZS05YUZft2d5aGV6eWdseFNYTm1pcUdv/view?usp=sharing>

<https://drive.google.com/file/d/0By6us1VJJmPVZ3RUNEpfTGg1WEpWWUFnVE9QZ1VveHQ3eDRR/view?usp=sharing>

<https://drive.google.com/file/d/0By6us1VJJmPVUExQdmR3ZEZxVHIVOXJvTDFZZU1ZVTJTMERV/view?usp=sharing>

<https://drive.google.com/file/d/0By6us1VJJmPVWnNfZnV1TXFsenZsM0RpaGc3NDFLdUx1emQw/view?usp=sharing>