

GUJARAT UNIVERSITY SYLLABUS FOR B.COM.

SEMESTER IV

CE 204 H INDUSTRIAL MARKETING

Objectives: The purpose of this course is to develop an understanding among the students about the various concepts of Industrial Marketing, which are helpful in developing sound marketing policies for industrial goods.

Unit	Weight-age
Unit I	25%
Unit II	25%
Unit III	25%
Unit IV	25%
Total	100%

Unit - I

Nature of Industrial Marketing: Industrial Marketing Vs. Consumer Marketing Relational approach to Industrial Marketing- The Nature of Industrial Demand & Industrial Customer. Introduction to different types of Industrial Products: Major Equipment; Accessory Equipment; Raw and Processed Materials; Component Parts and Sub- Assemblies; Operating Supplies; Standardized and Non-standardized parts, Industrial services

Unit - II

Organizational Buying : BUYGRID MODEL, phases in purchasing decision process & their marketing implications, Buying centers, value analysis & vendor analysis.

Factors influencing Organizational Buying: Buying Roles; Organizational Buying Decision Process; Environmental & organizational Influences

Organizational Influences on Buying Behaviour: Buying Roles; The Buy Grid Model; The Organizational Buying Decision Process

Unit - III

Industrial market segmentation, bases for segmenting industrial market-macro and micro variables. Targeting the industrial product, positioning the industrial product. Industrial product life cycle, product mix, Service component

Industrial Product Decisions: Industrial Product Life Cycle –Industrial Product Mix determinants viz. technology – competition – operating capacity – shift in location of customers – government controls – changes in level of business activity

Unit - IV

The distribution channel component—Industrial distributors, Formulation of channel strategy-conditions influencing channel structure. Brief introduction to Marketing Logistics. Channel Structure for Industrial Products – Geographical, size, operating characteristics – manufacturers' and sales agents – Brokers - Channel Logistics

Promotion for Industrial products – Supporting salesman – Motivating distributors – Stimulating primary demand – Sales appeal – Publicity & sponsorships – Trade shows – exhibits – Catalogs – Samples – promotional letters – Promotional novelties

Reference:

1. Industrial Marketing – P K Ghosh
2. Industrial Marketing – Hawaldar
3. Alexander, R.S. Cross, J.S. & Hill, M.: Industrial Marketing, Richard Irwin, Homewood, Illincies.
4. Reeder & Reeder : Industrial Marketing, Prentike Hall, India.
5. Cox. F. (Jr.) : Industrial Marketing Research, John-Willey & Sons, New York, 1971.
6. Fisher, L. : Industrial Marketing, Business Books, 1969.