

# Course Description – Curriculum 2013

**Subject:** MK331 Business – to – Business Marketing

**Credits:** 3

**Prerequisite:** MK201

**Description:** A study of concepts and practices in business-to-business marketing, which is different from consumer marketing. Topics include procurement, business purchasing behavior, marketing opportunities, marketing strategy, product development and management, business marketing channels, customer relationship management, integrated marketing communication, sales management, selling techniques, pricing and negotiation to add value, marketing evaluation, customer satisfaction, and vision in business-to business marketing.