



## **BUSINESS – TO – BUSINESS MARKETING**

### **Objectives:**

At the end of this course the student would be able to develop a marketing plan and strategy for a firm that sells to business markets.

### **Content:**

- The basics of industrial marketing
- Business markets and products
- How organisations make buying decisions
- Models of organisational buyer behaviour
- Business market segmentation
- Designing and managing the business marketing mix
- Controlling Business-to-Business Marketing Programmes

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