

Devi Ahilya University, Indore, India Institute of Engineering & Technology				I Year M.E.(Industrial Engineering and Management) Full time			
Subject Code & Name	Instructions Hours per Week			Credits			
IMR2E4 INDUSTRIAL MARKETING	L	T	P	L	T	P	Total
	3	1	1	3	1	1	5
Duration of Theory Paper: 3 Hours							

Objective and Pre requisites: The objective of this course is to help the students develop an understanding of the dimensions of the Marketing, with particular reference to Industrial reference and practices at national and international level.

COURSE CONTENTS

UNIT-1

Nature of Industrial Marketing

Industrial Marketing Vs. Consumer Marketing , Relational approach to Industrial Marketing- The Nature of Industrial Demand & Industrial Customer

UNIT-2

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-3

Organizational Buying

Factors influencing Organizational Buying, Buying Roles; Organizational Buying Decision Process; environmental & organizational Influences, Organizational Influences on Buying Behavior: Buying Roles; The Buy Grid Model; The Organizational Buying Decision Process

UNIT-4

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, Channel Structure for Industrial Products, Geographical, size, operating characteristics manufacturers' and sales agents Brokers Channel Logistics Purchasing systems – Auctions- Documentation bids order placement follow up receipt and inspection

UNIT-5

Pricing & Promotion for Industrial Products

Pricing Objectives ,Price Decision Analysis , Breakeven analysis, net pricing, discount pricing , trade discounts, geographic pricing , factory pricing , freight allowance pricing , Terms of Sale, Outright purchase , Hire-purchase , Leasing Promotion for Industrial products , Supporting salesman , Motivating distributors , Stimulating primary demand , Sales appeal , Publicity & sponsorships , Trade shows, exhibits , Catalogs, Samples promotional letters – Promotional novelties

BOOKS RECOMMENDED:

- 1 Ralph S. Alexander, James S. Cross [and] Richard M. Hill., Industrial marketing - 3d ed. Homewood,
2. Reeder, Robert R., Brierty, Edward G. and Reeder, Betty H, Industrial Marketing Analysis, Planning and Control. Publisher: Prentice Hall ,1991.
3. P K Ghosh Industrial Marketing Oxford University Press India 2005
4. Havaldar, Krishna Industrial Marketing, Tata McGraw-Hill 2010
5. C S G Krishnamacharyulu, Lalitha R , Industrial Marketing , Jaico Publishing House, 2009
6. Anderson,Business Marketing, Pearson 2010.

LABORATORY EXPERIMENTS:

- (1) Case studies related to Industrial Marketing vs. Consumer Marketing.
- (2) Case studies related to Types of Industrial Products.
- (3) Case studies related to Organizational Buying.
- (4) Case studies related to Industrial Product Decisions.
- (5) Case studies related to Pricing & Promotion for Industrial Products.
- (6) Case studies related to Trade shows, exhibits, Catalogs, Samples promotional letters – Promotional Novelties.