Business to Business Marketing
MKTG 511 – SPRING TERM 2019

Marketing has never been more critical to the success of a business-to-business (B2B) company than today. In fact, most B2B buyers are nearly 2/3rds the way through the buying process before they ever talk to a salesperson. So who’s in control of the buying process until that point? Marketing. But adding to the marketing challenge are the changing technologies and complexity of B2B selling. Today’s B2B marketer has to be as sophisticated as her B2C counterpart.

In this course, you’ll discover many of the keys to success in B2B marketing. You’ll learn how to understand, create, and deliver value when selling goods and services to other businesses, governments, and institutional customers. You’ll learn how to assess opportunities in business markets, how to develop a marketing strategy, how to make marketing decisions, and how to build and execute plans that enable a B2B company to generate and deliver value for itself, its business partners, and its customers. Data and data analysis will play a key role in your learning efforts.

Your instructor has 25+ years experience in B2B marketing and recently led all marketing for Tableau Software - from a $5 million startup to a billion dollar public company.

Drive Strategy
Learn how to develop an effective marketing strategy, including
- Understanding stakeholder priorities
- Assessing the market landscape
- Segmenting markets
- Determining pricing
- Estimating customer lifetime value
- Defining and making brand choices
- Setting up your analytics and technology foundation

Build Effective Goals & Plans
Find out how to build effective goals, objectives and plans, including
- Budgeting and determining revenue goals
- Planning for demand generation
- Understanding product marketing considerations
- Crafting your message
- Integrating sales and marketing processes
- Influencing customer relationships

Execute Brilliantly
Discover smart ways to manage and execute the tactical elements of your marketing plan, including
- Targeting decisions, campaign planning & measurement
- Digital advertising and events
- Public relations, analyst relations and social media
- Sales collaboration and enablement
- ROI measurement and campaign refinement

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