

NPTEL Video Lecture Topic List - Created by LinuXpert Systems, Chennai

NPTEL Video Course - Management - NOC:Business Marketing - Technology Focus

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Co-ordinating Institute - IIT - Kanpur

Sub-Titles - Available / Unavailable | MP3 Audio Lectures - Available / Unavailable

- Lecture 1 - Introduction to B2B Marketing
- Lecture 2 - Tech Marketing
- Lecture 3 - Technology life cycle, networks and platforms
- Lecture 4 - Organization Markets and Competition
- Lecture 5 - Organization Buying decisions
- Lecture 6 - Researching Business Markets
- Lecture 7 - Design and Tech Market
- Lecture 8 - Customer Driven Innovation, New Product Management
- Lecture 9 - Market Segments - Technology Focus
- Lecture 10 - PLC and TALC
- Lecture 11 - Crossing the Chasm
- Lecture 12 - B2B Brands - 1
- Lecture 13 - B2B Brands - 2
- Lecture 14 - B2B Pricing Basics
- Lecture 15 - Critical Underpinning Concepts
- Lecture 16 - Pricing (Continued...)
- Lecture 17 - Pricing Summary
- Lecture 18 - B2B Sales
- Lecture 19 - Supply Chain
- Lecture 20 - Marketing Communication
- Lecture 21 - Digital Marketing
- Lecture 22 - Digital Relationship Management
- Lecture 23 - E-Marketing Tools
- Lecture 24 - E-Market Place
- Lecture 25 - B2B E-Commerce
- Lecture 26 - Electronic Auction
- Lecture 27 - E-Procurement
- Lecture 28 - Marketing as Strategy - I
- Lecture 29 - Marketing as Strategy - II

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- Lecture 30 - LIVE Session (JCB, TATA Steel, THERMAX)
- Lecture 31 - Marketing Orientation
- Lecture 32 - Marketing - R&D interaction
- Lecture 33 - Marketing Metrics
- Lecture 34 - Sample Question and Answers