

THE DISAPPEARING UNDERGRADUATE B2B MARKETING COURSE

Ellen S. Novar, Business Area, Wilmington College, 1870 Quaker Way, Wilmington, OH 45177;
ellen_novar@wilmington.edu

Kelsey A. Stief, Wilmington College, 1870 Quaker Way, Wilmington, OH 45177; kstief@wilmington.edu

ABSTRACT

With a few exceptions, it is uncommon for recent graduates to secure entry-level consumer marketing jobs, yet it appears that most of the attention in the undergraduate marketing curriculum is focused on consumer marketing. The popularity and availability of B2B Marketing courses appears to be declining at the same time the business environment our students are entering requires increasingly more understanding, skills, and familiarity with the sector.

In addition to reviewing past literature on the topic, the authors reveal primary evidence showing B2B Marketing courses are not as common as consumer-related marketing courses.

The authors cite preliminary evidence pointing to the lack of B2B marketing course availability, including: its integration into other courses; limited space in the curriculum; faculty perceptions of low student interest; minimal faculty advocacy (low student interest, irrelevant business experience, incongruent with scholarly research pursuits, faculty availability); and inadequate availability of textbook and other course materials.

The authors argue in favor of a resurgence of the B2B marketing curriculum, and present future research questions.

References available by request