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.

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

References available by request