

Syllabus

Course description

Course title	Marketing B2B and Sales Management
Course code	27178
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	2nd semester 2018-19
Year	1st year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	0
Total exercise hours	0
Attendance	Highly suggested, but not required
Prerequisites	not foreseen
Course page	https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/

Specific educational objectives	<p>The course refers to the typical educational activities.</p> <p>The objective of this course is twofold. On the one hand, advanced knowledge on the contemporary approaches models, concepts and analytical tools in B2B Marketing is provided. On the other hand, one major goal of the Sales Management perspective of this course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort.</p> <p>At the end of this course student will be able to understand professional B2B sales including its planning and staffing. In addition, students will have the ability to interpret, analyze and discuss B2B marketing strategies.</p>
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Lecturer	Valeria Cavotta, Office in Via Museo 54, e-mail: Valeria.Cavotta @unibz.it, tel. +39.0471.013522; web-page: https://www.unibz.it/en/faculties/economics-management/academic-staff/person/39400-valeria-cavotta
Scientific sector of the lecturer	SSD SECS-P/08
Teaching language	English
Office hours	please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen

Office hours	18
List of topics covered	<ul style="list-style-type: none"> • From “Business to Business Marketing: Relationships, Networks and Strategies” <p>PART 1: THE ORGANIZATIONAL MARKETING CONTEXT</p> <ol style="list-style-type: none"> 1. The Significance of B2B Marketing 2. Organizational Buying Behavior <p>PART 2: INTER-ORGANIZATIONAL RELATIONSHIPS & NETWORKS</p> <ol style="list-style-type: none"> 3. Inter-Organizational Relationships 4. Marketing Channels & Supply Chains 5. Industrial Networks <p>PART 3: BUSINESS MARKETING PLANNING</p> <ol style="list-style-type: none"> 6. B2B Marketing Planning & Analysis 7. B2B Strategies & Implementation 8. Business Products 9. Business Services 10. Value & Pricing 11. Marketing Communication 12. Personal Selling & Sales Management <ul style="list-style-type: none"> • From “Sales Management: Analysis and Decision Making” <p>PART 3 Developing the Salesforce</p> <p>Acquiring Sales Talent: Recruitment and Selection Continual Development of the Salesforce: Sales Training</p> <p>PART 4 Directing the Salesforce</p> <p>Sales Leadership, Management, and Supervision</p> <ul style="list-style-type: none"> • Lecture on Ethics in B2B Marketing <p>Ethical Sourcing Ethical Negotiation</p>
Teaching format	Frontal lectures with intense interaction.
Learning outcomes	<p>Knowledge and understanding of theories, models and concepts to describe businesses markets and organizational buying behavior.</p> <p>Making judgments on appropriate strategies, organization and process design of B2B marketing and sales management approaches.</p>
Assessment	<p>Open-ended questions assessing knowledge of the subject, ability to apply theoretical knowledge to real cases, logical reasoning, and clear writing</p> <p>The assessment mode is the same for both attending and</p>

	non-attending students.
Assessment language	English
Evaluation criteria and criteria for awarding marks	Relevant for open-ended questions: clarity of answers, mastery of language (also with respect to teaching language), ability to summarize, evaluate, and establish relationships among topics

Required readings	<p>Business to Business Marketing: Relationships, Networks and Strategies (<i>entire textbook</i>)</p> <p>Author: Ellis, Nick Publication Date:2010</p> <p>Sales Management: Analysis and Decision Making (<i>only chapter 5-6-7</i>)</p> <p>Author: Ingram, Thomas N.; LaForge, Raymond W.; Avila, Ramon A.; Schwepker, Charles H.; Williams, Michael R. Publication Date:2015</p> <p>Supplementary material on Ethics in B2B Marketing will be provided throughout the course</p>
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