

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, structure, and evaluation. In addition, students will have the ability to interpret, analyze and discuss B2B marketing strategies.</p>
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Lecturer	Valeria Cavotta, Office E5.10b, 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	<p><i>PART I Fundamentals of Business-to-Business Marketing</i></p> <p>Business-to-Business Markets and Marketing Buyer Behaviour Inter-Firm Relationships and Networks</p> <p><i>PART II Business-to-Business Marketing Analysis and Strategy</i></p> <p>Responsible Business-to-Business Strategy Researching Business-to-Business Markets Business Market Segmentation</p> <p><i>PART III Communicating and Interacting with Customers</i></p> <p>Market Communication Relationship Communication Relationship Portfolios and Key Account Management</p> <p><i>PART IV Managing Marketing Processes</i></p> <p>Managing Product Offerings Routes to Market Price-Setting in Business- to-Business Markets</p>
Teaching format	Frontal lectures with intense interaction. Students should read in advance cases and other materials in order to participate to the class discussions.
Learning outcomes	<p>Knowledge and understanding of theories, models and concepts to describe businesses markets and buying behavior.</p> <p>Ability to apply knowledge and understanding of: a) tools to measure sales success and B2B brand value; b) tools for analysis of B2B marketing strategy.</p> <p>Making judgments on the appropriate strategies, organization and process design of firms' B2B and sales management approaches.</p> <p>Communication skills to present in a consistent and convincing way the analysis on firms B2B marketing and sales processes.</p> <p>Learning skills are the ability to establish links among the theory and real business cases in an autonomous and independent way.</p>
Assessment	Multiple-choice questions to assess knowledge and understanding and open-ended questions to assess the ability to transfer and apply knowledge and understanding

	<p>to new problems compared to those treated in class</p> <p>The assessment mode is the same for both attending and non-attending students.</p>
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 between topics
Required readings	Business-to-Business Marketing (Fourth Edition). Written by Ross Brennan, Louise Canning & Raymond McDowell. SAGE Publisher.
Supplementary readings	They will be communicated throughout the module on the lecturer's webpage