## Syllabus

### Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Marketing B2B and Sales Management</th>
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<tbody>
<tr>
<td>Course code</td>
<td>27178</td>
</tr>
<tr>
<td>Scientific sector</td>
<td>SECS-P/08</td>
</tr>
<tr>
<td>Degree</td>
<td>Master Entrepreneurship and Innovation</td>
</tr>
<tr>
<td>Semester and academic year</td>
<td>2nd semester 2018-19</td>
</tr>
<tr>
<td>Year</td>
<td>1st year</td>
</tr>
<tr>
<td>Credits</td>
<td>6</td>
</tr>
<tr>
<td>Modular</td>
<td>No</td>
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**Total lecturing hours**: 36  
**Total lab hours**: 0  
**Total exercise hours**: 0  
**Attendance**: Highly suggested, but not required  
**Prerequisites**: not foreseen  

### Specific educational objectives

The course refers to the typical educational activities. 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.

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.

### Lecturer

Valeria Cavotta, Office in Via Museo 54, e-mail: Valeria.Cavotta@unibz.it, tel. +39.0471.013522; webpage: [https://www.unibz.it/en/faculties/economics-management/academic-staff/person/39400-valeria-cavotta](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
### List of topics covered

- From "Business to Business Marketing: Relationships, Networks and Strategies"

#### PART 1: THE ORGANIZATIONAL MARKETING CONTEXT
1. The Significance of B2B Marketing
2. Organizational Buying Behavior

#### PART 2: INTER-ORGANIZATIONAL RELATIONSHIPS & NETWORKS
3. Inter-Organizational Relationships
4. Marketing Channels & Supply Chains
5. Industrial Networks

#### PART 3: BUSINESS MARKETING PLANNING
8. Business Products
9. Business Services
10. Value & Pricing
11. Marketing Communication
12. Personal Selling & Sales Management

- From "Sales Management: Analysis and Decision Making"

#### PART 3 Developing the Salesforce
- Acquiring Sales Talent: Recruitment and Selection
- Continual Development of the Salesforce: Sales Training

#### PART 4 Directing the Salesforce
- Sales Leadership, Management, and Supervision

- Lecture on Ethics in B2B Marketing
  - Ethical Sourcing
  - Ethical Negotiation

### Teaching format
- Frontal lectures with intense interaction.

### Learning outcomes
- Knowledge and understanding of theories, models and concepts to describe business markets and organizational buying behavior.

- Making judgments on appropriate strategies, organization and process design of B2B marketing and sales management approaches.

### Assessment
- Open-ended questions assessing knowledge of the subject, ability to apply theoretical knowledge to real cases, logical reasoning, and clear writing

- The assessment mode is the same for both attending and
### 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

- **Business to Business Marketing: Relationships, Networks and Strategies** *(entire textbook)*
  
  Author: Ellis, Nick  
  Publication Date: 2010

- **Sales Management: Analysis and Decision Making** *(only chapter 5-6-7)*
  
  Author: Ingram, Thomas N.; LaForge, Raymond W.; Avila, Ramon A.; Schwepker, Charles H.; Williams, Michael R.  
  Publication Date: 2015

Supplementary material on Ethics in B2B Marketing will be provided throughout the course