Syllabus
Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Marketing B2B and Sales Management</th>
</tr>
</thead>
<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 2019-20</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>
</tr>
<tr>
<td>Total lecturing hours</td>
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<tr>
<td>Total lab hours</td>
<td>0</td>
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<tr>
<td>Total exercise hours</td>
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</tr>
<tr>
<td>Attendance</td>
<td>Highly suggested</td>
</tr>
<tr>
<td>Prerequisites</td>
<td>not foreseen</td>
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Specific educational objectives
The course refers to the typical educational activities. Advanced knowledge on the contemporary approaches models, concepts and analytical tools in B2B Marketing is provided.

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.

Lecturer
Valeria Cavotta, Office 306 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

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
From “Business to Business Marketing: Relationships, Networks and Strategies”
### Teaching format
Frontal lectures with intense interaction.

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

Making judgments on the appropriate strategies, organization and process design of firms’ B2B 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 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 between topics.

### Required readings
**Business to Business Marketing: Relationships, Networks and Strategies** *(entire textbook)*

Author: Ellis, Nick  
Publication Date: 2010