

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 2019-20
Year	1st year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	0
Total exercise hours	0
Attendance	Highly suggested
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>Advanced knowledge on the contemporary approaches models, concepts and analytical tools in B2B Marketing is provided.</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 306 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	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
Teaching format	Frontal lectures with intense interaction.
Learning outcomes	<p>Knowledge and understanding of theories, models and concepts to describe organizational markets and buying behavior.</p> <p>Making judgments on the appropriate strategies, organization and process design of firms' B2B 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 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	<p>Business to Business Marketing: Relationships, Networks and Strategies (<i>entire textbook</i>)</p> <p>Author: Ellis, Nick Publication Date:2010</p>