# Syllabus

## Course description

<table>
<thead>
<tr>
<th>Course title</th>
<th>Marketing B2B and Sales Management</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Course code</strong></td>
<td>27178</td>
</tr>
<tr>
<td><strong>Scientific sector</strong></td>
<td>SECS-P/08</td>
</tr>
<tr>
<td><strong>Degree</strong></td>
<td>Master Entrepreneurship and Innovation</td>
</tr>
<tr>
<td><strong>Semester and academic year</strong></td>
<td>2nd semester, ay 2020-21</td>
</tr>
<tr>
<td><strong>Year</strong></td>
<td>1st year</td>
</tr>
<tr>
<td><strong>Credits</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>Modular</strong></td>
<td>No</td>
</tr>
<tr>
<td><strong>Total lecturing hours</strong></td>
<td>36</td>
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<tr>
<td><strong>Total lab hours</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>Total exercise hours</strong></td>
<td>0</td>
</tr>
<tr>
<td><strong>Attendance</strong></td>
<td>Highly suggested</td>
</tr>
<tr>
<td><strong>Prerequisites</strong></td>
<td>not foreseen</td>
</tr>
<tr>
<td><strong>Course page</strong></td>
<td><a href="https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/">https://www.unibz.it/en/faculties/economics-management/master-entrepreneurship-innovation/course-offering/</a></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 E203, 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

**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

### Teaching format
Frontal lectures with intense interaction.

### Learning outcomes
Knowledge and understanding of theories, concepts and processes that characterize organizational markets and organizational buying behavior.

Evaluate appropriate strategies in B2B marketing.

### 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 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**

Author: Ellis, Nick
Publication Date: 2010