

## Syllabus

### Course description

<b>Course title</b>	Marketing B2B and Sales Management
<b>Course code</b>	27178
<b>Scientific sector</b>	SECS-P/08
<b>Degree</b>	Master Entrepreneurship and Innovation
<b>Semester and academic year</b>	2nd semester, ay 2020-21
<b>Year</b>	1st year
<b>Credits</b>	6
<b>Modular</b>	No

<b>Total lecturing hours</b>	36
<b>Total lab hours</b>	0
<b>Total exercise hours</b>	0
<b>Attendance</b>	Highly suggested
<b>Prerequisites</b>	not foreseen
<b>Course page</b>	<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>

<b>Specific educational objectives</b>	<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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<b>Lecturer</b>	Valeria Cavotta, Office E203, e-mail: Valeria.Cavotta@unibz.it, tel. +39.0471.013522; web-page: <a href="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</a>
<b>Scientific sector of the lecturer</b>	SSD SECS-P/08
<b>Teaching language</b>	English
<b>Office hours</b>	please refer to the lecturer's web page
<b>Lecturing assistant</b>	Not foreseen
<b>Teaching assistant</b>	Not foreseen
<b>Office hours</b>	18
<b>List of topics covered</b>	<b>From "Business to Business Marketing:</b>

	<p><b>Relationships, Networks and Strategies”</b></p> <p><b>PART 1: THE ORGANIZATIONAL MARKETING CONTEXT</b></p> <ol style="list-style-type: none"> <li>1. The Significance of B2B Marketing</li> <li>2. Organizational Buying Behavior</li> </ol> <p><b>PART 2: INTER-ORGANIZATIONAL RELATIONSHIPS &amp; NETWORKS</b></p> <ol style="list-style-type: none"> <li>3. Inter-Organizational Relationships</li> <li>4. Marketing Channels &amp; Supply Chains</li> <li>5. Industrial Networks</li> </ol> <p><b>PART 3: BUSINESS MARKETING PLANNING</b></p> <ol style="list-style-type: none"> <li>6. B2B Marketing Planning &amp; Analysis</li> <li>7. B2B Strategies &amp; Implementation</li> <li>8. Business Products</li> <li>9. Business Services</li> <li>10. Value &amp; Pricing</li> <li>11. Marketing Communication</li> <li>12. Personal Selling &amp; Sales Management</li> </ol>
<b>Teaching format</b>	Frontal lectures with intense interaction.
<b>Learning outcomes</b>	<p>Knowledge and understanding of theories, concepts and processes that characterize organizational markets and organizational buying behavior.</p> <p>Evaluate appropriate strategies in B2B marketing.</p>
<b>Assessment</b>	<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 attending and non-attending students.</p>
<b>Assessment language</b>	English
<b>Evaluation criteria and criteria for awarding marks</b>	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.
<b>Required readings</b>	<p><b>Business to Business Marketing: Relationships, Networks and Strategies</b></p> <p>Author: Ellis, Nick Publication Date:2010</p>