

Syllabus

Course description

Course title	Marketing B2B and Sales Management
Course code	25565/27178
Scientific sector	SECS-P/08
Degree	Master Entrepreneurship and Innovation
Semester and academic year	2nd semester, ay 2022-23
Year	1 st year for students enrolled 2022 (25565) 2 nd year for students enrolled before 2022 (27178)
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	Not foreseen
Total exercise hours	Not foreseen
Attendance	Recommended
Prerequisites	not foreseen
Course page	Course Offering - enrolled before 2022 / Free University of Bozen-Bolzano (unibz.it)

Specific educational objectives	<p>The course refers to the typical educational activities and belongs to the scientific area of Business Administration.</p> <p>At the end of this course, students will be able to understand major concepts of B2B marketing. In addition, students will gain a better ability to interpret, analyze, and discuss B2B marketing strategies.</p>
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Lecturer	Valeria Cavotta, Office 307 (offices in Via Cassa di Risparmio), 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	<ol style="list-style-type: none"> 1. Significance of B2B Marketing 2. Organizational Buying Behavior 3. Inter-Organizational Relationships 4. Marketing Channels & Supply Chains 5. Industrial Networks 6. B2B Marketing Planning & Analysis

	<ul style="list-style-type: none"> 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, concepts, and processes that characterize organizational markets and organizational buying behavior.</p> <p>Evaluate appropriate strategies in B2B marketing.</p>
Assessment	<p>Written exam. 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>
Assessment language	English
Evaluation criteria and criteria for awarding marks	Relevant for open-ended questions: clarity of answers, mastery of relevant concepts, ability to summarize, evaluate, and establish relationships between topics.
Required readings	<p>Business to Business Marketing: Relationships, Networks and Strategies</p> <p>Author: Ellis, Nick Publication Date: 2010</p>
Supplementary readings	--