

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, ay 2022-23
Year	2nd year
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>
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 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	Knowledge and understanding of theories, concepts, and processes that characterize organizational markets and organizational buying behavior. Evaluate appropriate strategies in B2B marketing.
Assessment	Written exam. 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 relevant concepts, 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
Supplementary readings	--