

Syllabus

Course description

Course title	Marketing B2B and Sales Management
Course code	27509 (loaned from course 25565 – LM-77 EI)
Scientific sector	SECS-P/08
Degree	Master in Data Analytics for Economics and Management (loaned from Master in Entrepreneurship and Innovation)
Semester and academic year	2 nd semester 2024-2025
Year	1 st study year
Credits	6
Modular	No

Total lecturing hours	36
Total lab hours	Not foreseen
Total exercise hours	Not foreseen
Attendance	Suggested, but not required
Prerequisites	Not foreseen
Course page	Course Offering / Free University of Bozen-Bolzano

Specific educational objectives	<p>The course refers to the typical educational activities and belongs to the scientific area of Business Administration.</p> <p>In this course, students will learn the basics of business-to-business (B2B) marketing, including what it covers, the types of customers, and the products and services involved. They'll understand how businesses make buying decisions and the importance of building good relationships with clients. The course also teaches how to manage and promote products and services specifically for business customers, including how to create strong brands, position products effectively, and innovate new products successfully. Lastly, the course covers personal selling techniques in B2B markets, like how to build trust with clients, understand their needs through effective communication, plan sales presentations, and handle any concerns or objections they might have.</p>
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Lecturer	Prof. Dr. Thomas Aichner Office E 310 E-mail: thomas.aichner1@unibz.it Tel. 0471 013278-79
Scientific sector of the lecturer	SECS-P/08

Teaching language	English
Office hours	Please refer to the lecturer's web page
Lecturing assistant	Not foreseen
Teaching assistant	Not foreseen
List of topics covered	<p>(1) Basics of B2B marketing</p> <ul style="list-style-type: none"> • Scope of B2B marketing • Types of customers that comprise B2B markets • Typical B2B products and services <p>(2) Organization buying behavior and customer relationship management in B2B</p> <ul style="list-style-type: none"> • Organizational buying decisions • Organizational, group, and individual forces that influence the organizational buying process • The strategic importance of relationship marketing <p>(3) Managing products for business markets</p> <ul style="list-style-type: none"> • Building strong B2B brands • Product positioning in business markets • Product innovation • Characteristics of innovation winners in high-technology markets • Factors that drive a firm's new product performance <p>(4) Managing services for business markets</p> <ul style="list-style-type: none"> • The central role of business services in customer solutions • Challenges faced by business service marketers compared to product marketers • Dimensions of service quality evaluations and service quality gaps <p>(5) Personal selling in B2B</p> <ul style="list-style-type: none"> • How to earn and build trust • Understanding buyers • Collaborative, two-way communication in trust-based selling, needs discovery and effective active listening • Primary types of questions applied in selling • Planning sales dialogues and presentations • Anticipate and overcome buyer concerns and resistance
Teaching format	Frontal lectures, company consultancy projects, student presentations

Learning outcomes

Knowledge and understanding

Students will learn the core concepts of B2B marketing, including its scope, the nature of B2B markets, and the types of products and services involved. They will understand organizational buying behavior, the significance of customer relationship management, and the strategic importance of relationship marketing. Additionally, they'll gain knowledge on managing both products and services for business markets, identifying the characteristics of successful innovations, and comprehending the importance of personal selling in B2B contexts.

Applying knowledge and understanding

Students will be able to develop effective B2B marketing strategies, including building strong brands, positioning products, and innovating within high-technology markets. They will learn to manage and market services in a B2B context, addressing service quality gaps and challenges unique to services marketing. In personal selling, students will practice trust-based selling techniques, needs discovery, active listening, and planning and delivering sales dialogues and presentations tailored to B2B customers.

Making judgments

Students will assess the advantages and disadvantages of various B2B marketing strategies, products and services management approaches, and personal selling techniques. They will make critical decisions related to brand positioning, product innovation, service quality improvement, and sales strategies based on a deep understanding of organizational buying behavior and the B2B sales cycle.

Communication skills

It will be possible for students to clearly and unambiguously communicate information, ideas, problems, solutions and conclusions to both specialist and non-specialist audiences. Improve both interpersonal skills and responsibility as a team member by agreeing on individual deadlines, sharing work equally within the group, and cooperating respectfully.

Learning skills

The acquired knowledge will prepare students for

	advanced studies in the area of marketing, sales, business administration, management, and entrepreneurship.
Assessment	<p>Company consultancy project (50%)</p> <ul style="list-style-type: none"> • 4-6 students per team • The names of the team members (incl. matriculation number) must be emailed to the lecturer within 1 week after the first lecture • Collaboration with a real client to carry out a B2B marketing and/or sales consultancy project: This includes a kickoff meeting and a regular exchange with the client and lecturer as needed • The result is a project report (max. 5,000 words) <p>Presentation of the company consultancy project (30%)</p> <ul style="list-style-type: none"> • In presence with the client and all other students • 15 minutes presentation about the results from project, followed by a discussion <p>Written final examination (20%)</p> <ul style="list-style-type: none"> • Duration: 90 minutes • Closed book • Specific and case-based questions
Assessment language	English
Evaluation criteria and criteria for awarding marks	<p>Company consultancy project (50%)</p> <ul style="list-style-type: none"> • Understanding the task and following client instructions • Analysis and problem solving quality • Innovation and creativity • Use of evidence and data • Clarity and logical structure of the report • 50% of the grade is determined by the lecturer's formal evaluation of the project report • 50% of the grade is based on anonymous peer evaluation by the team members <p>Presentation of consultancy project (30%)</p> <ul style="list-style-type: none"> • Relevance (project objectives) • Clarity and logical structure of the presentation • 50% of the grade is determined by the lecturer's evaluation of the presentation • 50% of the grade is based on the client's evaluation of the presentation <p>Written final examination (20%)</p> <ul style="list-style-type: none"> • Accuracy and completeness of the answers;

	<p>correct selection in the multiple-choice section</p> <ul style="list-style-type: none"> • Focus on answering the question <p>The evaluations of the company consultancy projects and the presentation will be published before the written final examination.</p> <p>During the final examination, all students (incl. those who participated in the company consultancy projects) have the option of choosing whether the final examination should account for 100% of the final evaluation.</p> <p>To pass this course, the final examination must be positively evaluated, regardless of any other performance. A positive rating (18/30) is obtained with 50% correctly answered questions. With 90%, the full rating (30/30) is achieved. If more than 90% of the questions are answered correctly, the addition "c.l." is awarded.</p> <p>NOTE: Project work and classroom contributions are valid for 1 academic year and cannot be carried over beyond that time-frame.</p>
<p>Required readings</p>	<p>All slides published in the reserve collections.</p>
<p>Supplementary readings</p>	<p>Aichner, T. (2023) <i>Serving the Customer: The Role of Selling and Sales</i>. Wiesbaden, Germany: Springer.</p> <p>Hutt, M.D., Speh, T.W. and Hoffman, K.D. (2024) <i>Business Marketing Management: B2B</i>. Boston, USA: Cengage.</p> <p>Ingram, T.N., LaForge, R.W., Avila, R.A., Schwepker, C.H. and Williams, M.R. (2024) <i>Sell</i>. Boston, USA: Cengage.</p>