Syllabus

Descrizione corso

Titolo insegnamento	Marketing B2B and Sales management
Codice insegnamento	25565
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-07/A
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Imprenditorialità e Innovazione
Altri Corsi di Studio (mutuati)	LM-Data
Docenti	dr. Tun-I Hu, TunI.Hu@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/48974
Assistente	
Semestre	Secondo semestre
Anno/i di corso	1
CFU	6
Ore didattica frontale	36
Ore di laboratorio	-
Ore di studio individuale	-
Ore di ricevimento previste	18
Sintesi contenuti	• This course provides fundamental knowledge of Business-to-Business (B2B) marketing, including customer types and product/service characteristics. • It covers organizational buying behavior, customer relationship management, and the strategic importance of relationship marketing. • Students will learn to manage and promote B2B products and services, focusing on brand building, positioning, and innovation. • The module also teaches essential personal selling techniques, including trust-building, needs discovery, and sales presentation

	planning in B2B markets.
Argomenti dell'insegnamento	--Introduction to B2B marketing --Organization buying behaviour --Developing B2B strategy --Market reseach and competitive analysis --Developing product/service strategy in B2B marketing --Pricing --Communication --Cahnnel and supply chain --B2B Selling
Parole chiave	B2B, marketing, channel, sales, magamenet,
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Lectures with slides, case study and discussion. In person teaching.
Obbligo di frequenza	
Obiettivi formativi specifici e risultati di apprendimento attesi	INTENDED LEARNING OUTCOMES (ILO) ILO 1: KNOWLEDGE AND UNDERSTANDING ILO 1.a The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for starting a new company, with particular focus on identifying new market opportunities, accessing and obtaining economic-financial resources, as well as technological and organizational skills for the development of the company; ILO 1.b The student acquires advanced knowledge and understanding of the models and tools of economic-business analysis for the management of a new enterprise, from the financial and organisational point of view and with respect to the dynamics of growth and development; ILO 1.c The student acquires advanced knowledge and understanding of the theories and tools for the economic analysis of business decisions; ILO 1.d The student acquires knowledge and understanding of theories

	and tools for the economic analysis of the market, at the level of the individual enterprise and the supply system; ILO 1.e The student acquires advanced knowledge and understanding of models for new product development and innovation management within enterprises; ILO 1.f The student acquires advanced knowledge and understanding of business analysis tools and solutions for the development of innovations and organisational knowledge; ILO2: ABILITY TO APPLY KNOWLEDGE AND UNDERSTANDING ILO 2.a Ability to acquire and select information that may be relevant from an entrepreneurial point of view, also in economic-productive contexts different from those studied; ILO 2.b Ability to analyse the combination of market opportunities and resources of the enterprise and to identify entrepreneurial formulas, also with the elaboration of original, compatible and sustainable solutions and combinations; ILO 2.c Ability to select business economics models, suitable for the appropriate analysis of a specific economic-social and productive context; ILO 2.d Ability to select the tools for the strategy and management of the enterprise, consistent with the enterprise economy models considered appropriate; ILO 2.e Ability to assess the potential and sustainability of new business projects (business plan), from a multidisciplinary (economic, business and legal) perspective; ILO 2.f Ability to evaluate the entrepreneurial potential associated with the development of an innovation by a company (learning area 2); ILO 2.g Ability to propose and implement strategic and operational courses of action conducive to the creation of a new enterprise;

	ILO 2.h Ability to acquire and select relevant information to frame cases of innovation (product, service, social, managerial organisational), also different from the studied contexts; ILO 2.i Ability to select product development models, suitable to appropriately analyse a specific economic-productive context ; ILO 2.l Ability to classify, analyse specific innovations and assess their potential ILO 2.m Ability to propose and implement strategic and operational courses of action to foster the development of innovations by a company; ILO 3: AUTONOMY OF JUDGEMENT ILO 3.a Acquire the ability to analyse complex entrepreneurial problems, such as the elaboration and evaluation of an entrepreneurial project (business plan) or the development of a new product; ILO 3.b Acquire the ability to make predictions, such as analysing the future consequences of entrepreneurial, managerial and operational choice; ILO 3.c Autonomy of judgement is developed in the training activities carried out for the preparation of the thesis, as well as in the exercises that accompany the lectures and that involve group discussions and the comparison of individual analyses carried out by students in preparation for the lecture. ILO 4: COMMUNICATION SKILLS ILO 4.a Acquire the ability to describe and communicate in an intercultural context, in a clear and precise manner, problematic situations typical of the management of a new enterprise and the development of innovation, such as, for example, the conditions for the validation of a problem or solution, the prospects and risks associated with a business model or an innovation project. The development of communication competences assumes heterogeneous situations such as, for example, the presence of

	internal stakeholders (e.g. colleagues, managers, owners), or external stakeholders (e.g. potential investors, suppliers and other business partners) and the ability to sustain an adversarial process; ILO 4.b The achievement of these objectives is assessed in the course of the training activities already mentioned, as well as in the discussion of the final thesis. ILO 5: LEARNING SKILLS ILO 5.a Acquire the ability to study independently, to prepare summaries; ILO 5.b Acquire the ability to identify thematic connections and to establish relationships between different cases and contexts of analysis; ILO 5.c Acquire the ability to frame a new problem systematically and to generate appropriate taxonomie; ILO 5.d Acquire the ability to develop general models from the phenomena studied.
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	Closed-book written final exam on the entire material covered during the course with both multiple choice questionsand short questions on two levels: one designed to check knowledge and understanding on terms of indicated objectives, the other designed to verify the capacity for applying this knowledge and this understanding in reasoning (ILOs 1.1-1.3, 2.1-2.5, 3.1, 4.1, 5.1) There is no different assessment between "attending" students and "non-attending" students.
Criteri di valutazione	--Accuracy and completeness of the answer --Correct selection in the multiple-choice section --Focus on answering the question 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.
Bibliografia obbligatoria	• All slides publised in the reserve collection.
Bibliografia facoltativa	
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Partnership per gli obiettivi, Innovazione e infrastrutture