Syllabus

Descrizione corso

Titolo insegnamento	Marketing B2B and sales management
Codice insegnamento	27509
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-07/A
Lingua	Inglese
Corso di Studio	Corso di laurea magistrale in Data Analytics for Economics and Management
Altri Corsi di Studio (mutuati)	Loaned from course 25565 - Master in Entrepreneurship and Innovation (LM-77 EI)
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	Recommended, but not required.
Obiettivi formativi specifici e risultati di apprendimento attesi	ILO 1 Knowledge and understanding: ILO 1.6 Students will develop specialised knowledge within the economic and business domains, tailored to their areas of interest and essential for addressing decision-making and managerial challenges in both public and private organisations. This learning outcome emphasises an interdisciplinary approach to problem-solving and organisational analysis. ILO 1.8 Within the Business Analytics track, students will acquire knowledge of tools and methodologies essential for analysing and interpreting corporate and organisational data. This includes understanding business performance measurement, business models and their evolution, decision-support techniques, and performance measurement systems aligned with digitalisation and sustainability processes. Furthermore, students will develop competencies in managing marketing processes, with particular emphasis on digital and interactive marketing, and assessing the impact of digitalisation on marketing activities.

	ILO 2 Applying knowledge and understanding:
	ILO 2.5
	Students will demonstrate the ability to analyse business-related issues that underpin data-driven decision support by applying statistical models and computational modelling techniques. This outcome focuses on integrating quantitative methods to evaluate and optimise organisational decision-making processes.
	ILO 2.6
	Students will demonstrate the ability to utilise and apply models designed for market analysis and for the formulation of economic policies. This outcome emphasises the integration of theoretical and empirical approaches
	ILO 3 Making judgements:
	ILO 3.1 The student acquires the ability to apply acquired knowledge to interpret data in order to make directional and operational decisions in a business context.
	ILO 3.2 The student acquires the ability to apply acquired knowledge to support processes related to production, management and risk promotion activities and investment choices through the organisation, analysis and interpretation of complex databases.
	ILO4 Communication skills:
	ILO 4.1 The student acquires the ability to communicate effectively in oral and written form the specialised content of the individual disciplines, using different registers, depending on the recipients and the communicative and didactic purposes, and to evaluate the formative effects of his/her communication.
	ILO 5 Learning skills:
	ILO 5.1 The student acquires knowledge of scientific research tools. He/she will also be able to make autonomous use of information technology to carry out bibliographic research and investigations both for his/her own training and for further education. Furthermore, through the curricular teaching and the activities related to the preparation of the final thesis, she will be able to acquire the ability
	- to identify thematic connections and to establish relationships between methods of analysis and application contexts;

	- to frame a new problem in a systematic manner and to implement appropriate analysis solutions; - to formulate general statistical-econometric 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 1.6,1.8, 2.5, 2.6, 3.1, 3.2, 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