

# Syllabus

## *Kursbeschreibung*

<b>Titel der Lehrveranstaltung</b>	Market research and B2B Digital Marketing
<b>Code der Lehrveranstaltung</b>	76423
<b>Zusätzlicher Titel der Lehrveranstaltung</b>	
<b>Wissenschaftlich-disziplinärer Bereich</b>	ECON-07/A
<b>Sprache</b>	Italienisch
<b>Studiengang</b>	Bachelor in Wirtschaftsinformatik
<b>Andere Studiengänge (gem. Lehrveranstaltung)</b>	
<b>Dozenten/Dozentinnen</b>	Dr. Salvatore Drago, Salvatore.Drago2@unibz.it <a href="https://www.unibz.it/en/faculties/economics-management/academic-staff/person/31797">https://www.unibz.it/en/faculties/economics-management/academic-staff/person/31797</a>
<b>Wissensch. Mitarbeiter/Mitarbeiterin</b>	
<b>Semester</b>	Erstes Semester
<b>Studienjahr/e</b>	3
<b>KP</b>	6
<b>Vorlesungsstunden</b>	36
<b>Laboratoriumsstunden</b>	6
<b>Stunden für individuelles Studium</b>	108
<b>Vorgesehene Sprechzeiten</b>	
<b>Inhaltsangabe</b>	<ul style="list-style-type: none"> <li>• The Digital Evolution in B2B Marketing</li> <li>• B2B Companies and the Use of Digital Marketing</li> <li>• Designing the Market Research Project</li> <li>• Gathering and Collecting Accurate Data</li> <li>• Data Preparation, Analysis, Interpretation, and Reporting the Results</li> <li>• Creating a B2B Digital Marketing Plan</li> </ul>

<b>Themen der Lehrveranstaltung</b>	The course topics will seek to explore the most important contents of the core of the discipline itself: the meaning, history and evolution of Marketing from B2C to B2B, the origins of its identity with references to "extra-economic" elements, the fundamentals of B2B Marketing, the development plan of the Marketing sector, and market research in its historical evolution integrated with specific SIM research.
<b>Stichwörter</b>	Homo oeconomicus, Marketing, Market, Business, Management, Research, History.
<b>Empfohlene Voraussetzungen</b>	None.
<b>Propädeutische Lehrveranstaltungen</b>	
<b>Unterrichtsform</b>	Teaching activities will be based on lectures, discussions between students and invited experts in the field, and exercises of a more practical nature.
<b>Anwesenheitspflicht</b>	Attendance is strongly recommended, although not compulsory. Non-attending students are invited to send an e-mail to the lecturer during the first few days following the start of the lectures.
<b>Spezifische Bildungsziele und erwartete Lernergebnisse</b>	<p>The course belongs to the category "attività formativa affine o integrativa".</p> <p>The course is designed to offer an introduction to the fundamental concepts of market research and B2B digital marketing and in order to apply them to real-life situations. Therefore, the specific learning objectives of the course are to</p> <ul style="list-style-type: none"> <li>- provide students with an 'adequate knowledge of the main theories of B2B digital marketing with a focus on their application in management;</li> <li>- provide students with the knowledge and skills necessary to develop both market research and digital marketing plans;</li> <li>- provide students with the necessary knowledge to make digital marketing decisions in today's global businesses, also in the light of new international geopolitical dynamics.</li> </ul> <p>Knowledge and understanding:</p> <ul style="list-style-type: none"> <li>- D1.17 - Know additional methods of Digital Advertising and their</li> </ul>

	<p>application.</p> <ul style="list-style-type: none"> <li>- D1.18 - Understand the interdisciplinary approach to IT projects that takes into account technical fundamentals, business needs, social and dynamic aspects as well as the regulatory framework.</li> </ul> <p>Application of knowledge and understanding:</p> <ul style="list-style-type: none"> <li>- D2.3 - Ability to analyse business problems and develop solution proposals using information technology tools.</li> <li>- D2.4 - Ability to formalise and analyse operational procedures and processes, to recognise and utilise optimisation potentials.</li> <li>- D2.6 - Ability to design, describe and present IT solutions to decision-makers.</li> <li>- D2.9 - Ability to support the management of IT departments and software companies by providing information as required.</li> <li>- D2.11 - Ability to analyse large amounts of data on economic facts and processes.</li> <li>- D2.13 - Ability to apply additional knowledge in Digital Finance subjects.</li> <li>- D2.18 - Ability to communicate with clients in written and oral form at a professional level in Italian.</li> </ul> <p>Making judgements:</p> <ul style="list-style-type: none"> <li>- D3.1 - Ability to collect and interpret useful data to form independent judgements on IT and economic aspects of information systems.</li> <li>- D3.3 - Ability to compare and evaluate different IT solutions on the basis of their technical characteristics and key business figures.</li> <li>- D3.4 - Ability to evaluate fundamental economic and business facts on the basis of numerical data.</li> </ul> <p>Communication skills:</p> <ul style="list-style-type: none"> <li>- D4.1 - Be able to use the three languages using technical terminology and an appropriate communicative style</li> <li>- D4.2 - Ability to use modern means of communication also for remote interactions.</li> <li>- D4.3 - Ability to negotiate with people with different professional backgrounds the definition and requirements of business information systems.</li> </ul> <p>Learning ability:</p>
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	<ul style="list-style-type: none"> <li>- D5.2 - Ability to learn to carry out strategic and IT project activities in business communities including distributed ones.</li> <li>- D5.3 - Ability to follow the rapid evolution of technology and to learn the innovative aspects of state-of-the-art technologies and information systems.</li> </ul>
<b>Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)</b>	
<b>Art der Prüfung</b>	<p>Attending students:</p> <p>The final examination result will be calculated in two complementary ways</p> <ul style="list-style-type: none"> <li>- preparation of a paper on a topic of the student's choice, which will be discussed in the classroom. The paper may be written individually (a single student) or collectively (max. 3 students). The paper will be worth 40% of the final grade.</li> <li>- Written examination with open-ended questions. (Duration of assignment 60 minutes, value on final grade of 60%).</li> </ul> <p>Non-attending students:</p> <ul style="list-style-type: none"> <li>- Non-attending students will also have to write a paper on a topic of their choice, to be communicated to the lecturer during the lecture period. This report must be sent by e-mail at least 5 days before the exam. The report will be worth 40% of the final grade.</li> <li>- Written examination with open-ended questions. (Duration of assignment 60 minutes, value on final grade of 60%).</li> </ul>
<b>Bewertungskriterien</b>	<p>Attending students:</p> <p>The paper on a topic of your choice, individual or group, will be worth 40% of the overall final grade. The mark will be calculated on the basis of certain criteria, such as: knowledge of the subject matter, stylistic writing, critical-personal analysis and originality. Written examination on open-ended questions, lasting 60 minutes, with a value of 60% of the overall final grade.</p> <p>The examination is considered passed if a minimum mark of 18 out of 30 is obtained.</p> <p>Non-attending students:</p> <p>The same criteria also apply to non-attending students.</p>
<b>Pfichtliteratur</b>	The fundamental bibliography will be communicated during the first

	<p>day of class. In any case, alternative texts to those proposed can be agreed with the lecturer.</p> <p>Subject Librarian: David Gebhardi, <a href="mailto:David.Gebhardi@unibz.it">David.Gebhardi@unibz.it</a></p>
<b>Weiterführende Literatur</b>	<p><i>Marketing e comunicazione. Strategie, strumenti, casi pratici</i>, a cura di M. Masini, J. Pasquini e G. Segreto, HOEPLI, Milano 2017. (Capp: 1, 2, 3, 4, 5, 7, 9, 10, 13, 15, 17, 19, 22).</p> <p><i>Marketing digitale. Paradigmi e strumenti</i>, a cura di C. Guerrini e F. Fornaciari, Franco Angeli, Milano 2020. (Capp: 1, 5, 6, 7).</p> <p>Additional specific teaching material (slides and documents) will be provided during the lectures and made available to all students.</p>
<b>Weitere Informationen</b>	
<b>Ziele für nachhaltige Entwicklung (SDGs)</b>	Hochwertige Bildung