

Syllabus

Course Description

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| Course Title | Market research and B2B Digital Marketing |
| Course Code | 76423 |
| Course Title Additional | |
| Scientific-Disciplinary Sector | ECON-07/A |
| Language | Italian |
| Degree Course | Bachelor in Informatics and Management of Digital Business |
| Other Degree Courses (Loaned) | |
| Lecturers | Dr. Salvatore Drago, Salvatore.Drago2@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/31797 |
| Teaching Assistant | |
| Semester | First semester |
| Course Year/s | 3 |
| CP | 6 |
| Teaching Hours | 36 |
| Lab Hours | 6 |
| Individual Study Hours | 108 |
| Planned Office Hours | |
| Contents Summary | <ul style="list-style-type: none"> • The Digital Evolution in B2B Marketing • B2B Companies and the Use of Digital Marketing • Designing the Market Research Project • Gathering and Collecting Accurate Data • Data Preparation, Analysis, Interpretation, and Reporting the Results • Creating a B2B Digital Marketing Plan |
| Course Topics | 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 |

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| | 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. |
| Keywords | Homo oeconomicus, Marketing, Market, Business, Management, Research, History. |
| Recommended Prerequisites | None. |
| Propaedeutic Courses | |
| Teaching Format | Teaching activities will be based on lectures, discussions between students and invited experts in the field, and exercises of a more practical nature. |
| Mandatory Attendance | 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. |
| Specific Educational Objectives and Learning Outcomes | <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"> - provide students with an 'adequate knowledge of the main theories of B2B digital marketing with a focus on their application in management; - provide students with the knowledge and skills necessary to develop both market research and digital marketing plans; - 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. <p>Knowledge and understanding:</p> <ul style="list-style-type: none"> - D1.17 - Know additional methods of Digital Advertising and their application. - 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. |

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| | <p>Application of knowledge and understanding:</p> <ul style="list-style-type: none"> - D2.3 - Ability to analyse business problems and develop solution proposals using information technology tools. - D2.4 - Ability to formalise and analyse operational procedures and processes, to recognise and utilise optimisation potentials. - D2.6 - Ability to design, describe and present IT solutions to decision-makers. - D2.9 - Ability to support the management of IT departments and software companies by providing information as required. - D2.11 - Ability to analyse large amounts of data on economic facts and processes. - D2.13 - Ability to apply additional knowledge in Digital Finance subjects. - D2.18 - Ability to communicate with clients in written and oral form at a professional level in Italian. <p>Making judgements:</p> <ul style="list-style-type: none"> - D3.1 - Ability to collect and interpret useful data to form independent judgements on IT and economic aspects of information systems. - D3.3 - Ability to compare and evaluate different IT solutions on the basis of their technical characteristics and key business figures. - D3.4 - Ability to evaluate fundamental economic and business facts on the basis of numerical data. <p>Communication skills:</p> <ul style="list-style-type: none"> - D4.1 - Be able to use the three languages using technical terminology and an appropriate communicative style - D4.2 - Ability to use modern means of communication also for remote interactions. - D4.3 - Ability to negotiate with people with different professional backgrounds the definition and requirements of business information systems. <p>Learning ability:</p> <ul style="list-style-type: none"> - D5.2 - Ability to learn to carry out strategic and IT project activities in business communities including distributed ones. - 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. |
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| Specific Educational Objectives and Learning Outcomes (additional info.) | |
| Assessment | <p>Attending students:</p> <p>The final examination result will be calculated in two complementary ways</p> <ul style="list-style-type: none"> - 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. - Written examination with open-ended questions. (Duration of assignment 60 minutes, value on final grade of 60%). <p>Non-attending students:</p> <ul style="list-style-type: none"> - 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. - Written examination with open-ended questions. (Duration of assignment 60 minutes, value on final grade of 60%). |
| Evaluation Criteria | <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> |
| Required Readings | <p>The fundamental bibliography will be communicated during the first day of class. In any case, alternative texts to those proposed can be agreed with the lecturer.</p> <p>Subject Librarian: David Gebhardi, David.Gebhardi@unibz.it</p> |

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| Supplementary Readings | <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> |
| Further Information | |
| Sustainable Development Goals (SDGs) | Quality education |