

Syllabus

Course Description

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

	<p>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.</p>
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.

Application of knowledge and understanding:

- 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.

Making judgements:

- 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.

Communication skills:

- 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.

Learning ability:

- 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.

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.</p> <p>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>

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