## **Business Marketing (with Digital Marketing Project)**

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***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

In recent decades, marketing has initiated an ever richer reflection on strategies and techniques aimed at guaranteeing companies’ answers capable of taking into account the complexity of business-to-business markets. At least two-thirds of the value of the exchanges that take place in the markets relate to business-to-business exchanges. Analyzing, understanding and managing these markets and, in particular, the business customer is essential for those who want to pursue a career in marketing and, more generally, in the management of effective business relationships. The course aims to provide students with the conceptual and analytical-operational tools useful for understanding the structure and dynamics of B-to-B markets and for generating, delivering and distributing value to customers and obtain their loyalty.

At the end of the course, students:

• will have understood what actually means to develop and implement a customer-centric market strategy in business markets

• will have acquired the analytical and conceptual tools to carry out an analysis of business markets and of business buyer behavior

• will have acquired the useful knowledge and capabilities to implement segmentation and positioning strategies in business markets taking into accounts what’s occurring in final consumer markets

• will have learned sustainable and innovation strategies in managing business markets and business customer

• will have experienced the ability to communicate and argue effective value propositions and market strategy in business markets

***COURSE CONTENT***

## Module 1 “Business Marketing”

*Prof. Tunisini*

PART I: *Fundamentals of Business-to-Business Marketing*.

1. B2B Markets and Marketing.

2. Buyer Behavior.

3. Inter-Firm Relationships and Networks

Part II: *Business-to-Business Marketing Analysis and Strategies.*

4. Responsible B2B Strategy.

5. Researching B2B Markets.

6. Business Market Segmentation.

Part III: *Communicating and Interacting with Customers.*

7. Market Communication.

8. Relationship Communication.

9. Relationship Portfolios and Key Account Management

Part IV: *Managing Marketing Processes.*

10. Managing Product Offering.

11. Routes to Markets.

12. Price Setting in B2B Markets.

## Module 2 “Digital Marketing Project”

*Prof. Martinelli*

The module aims to address the development of a Digital Marketing Project with strategic and operational approach. The Project work is in collaboration with Blogmeter and it consists in the data driven analysis of a specific topic in B2B context (e.g. B2B sustainability and responsible marketing strategies, etc.) through tools and competences explained in class. The Digital Marketing Project represents a valuable opportunity to acquire new skills (strategic and operational) related to the discipline and, at the same time, it allows the consolidation of soft skills such as management of time, responsibilities and conflicts and communication skills. Further guidelines and details will be delivered at the beginning of the course.

***READING LIST[[1]](#footnote-1)***

Module 1

R. Brennan – L. Canning - R. McDowell, *Business-to-business marketing*. Sage publications: London, 2020.

The teaching material and any other additional material that are an integral part of the exam preparation will be made available on the Blackboard platform.

Module 2

The teaching material and any other additional material that are an integral part of the exam preparation will be made available on the Blackboard platform

***TEACHING METHOD***

Interactive lessons, presentations and discussions of case studies, company testimonials and Project.

***ASSESSMENT METHOD AND CRITERIA***

The final evaluation is given by the weighted average of the two grades (on a 30-point scale) obtained by the student respectively in Module 1 and Module 2 to be taken on the dates scheduled for the exam sessions. Specifically, the grade acquired in Module 1 is individual and accounts for 80% of the final evaluation, while the grade for Module 2 is a group grade and weighs 20%.

The exam of Module 1 consists of a written exam and is composed by open questions aimed at assessing the level of knowledge of the students regarding the contents of the materials indicated in the bibliography. In the assessment process, particular attention will be paid to developing the ability to analyze, synthesize and deepen the issues addressed during the course.

The exam of Module 2 consists in the preparation and discussion of a Digital Marketing Project. The test will be carried out in a group. The grade acquired in this test is valid for the entire academic year (september 2023 included)

Honors will be awarded at the discretion of the teachers.

***NOTES AND PREREQUISITES***

Class attendance is highly recommended, together with an active participation in class.

There are no prerequisites for attending the course. However, a basic knowledge of the Marketing strategy and of the Marketing process is required.

*Office hours*

For information on professors’ office hours students are invited to check the lectures’ webpages.

1. The texts indicated in the Reading list section can be purchased at the University bookstores; they can also be purchased from other retailers. [↑](#footnote-ref-1)