## **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***

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

1. B2B Markets and Marketing.

2. Business 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 and Targeting

Part III: *B2B Operational Strategies*

7. Market and Relationship Communication.

8. Relationship Portfolios and Key Account Management

9. Managing Product Offering.

10. Routes to Markets.

11. Price Setting in B2B Markets.

## Part IV: Business Marketing applications

12. Digital disruption in B2B

13. Innovative marketing channels

14. B2B Marketing funnel

15. Demand Generation

16. Lead Generation

17. Lead Management

## Part V: Digital Marketing Project

***READING LIST***

* R. Brennan – L. Canning - R. McDowell, *Business-to-business marketing*. Sage publications: London, 2020.
* Teaching material, readings, articles and any other additional material that are an integral part of the exam preparation and that will be uploaded on the Blackboard platform and communicated at the beginning of the course.

*Not Attendant students* must study the entire textbook and materials uploaded on blackboard. *Attendant students* will be guided in the study of the chapters of the textbook and of the requested material uploaded on blackboard during the lessons. Attendant students will be accompanied in their in progress preparation for the exam also through interactive classes.

Attendance will be checked in class during the lessons.

***TEACHING METHOD***

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

***ASSESSMENT METHOD AND CRITERIA***

*Attendant Students*

Attendance will be checked in class during the lessons.

Attendant students will be assessed through:

1. Written exam, that is composed by 3 open questions aimed at assessing the level of knowledge of the students regarding the contents of the materials indicated in the bibliography. The exam will last 60 minutes. In the assessment process, particular attention will be paid to students’ ability to analyze, synthesize and deepen the issues addressed during the course also providing examples and applications. The written exam accounts for the 80% of the final evaluation.
2. Preparation and discussion of a Digital Marketing Project. The project will be carried out in group. The grade acquired in this project accounts for the 20% of the final grade and it is valid for the entire academic year (september 2024 included)

Honors will be awarded at the discretion of the professors.

*Not attendant students*

Not attendant students will be assessed through a written exam composed by 5 open questions aimed at assessing the level of knowledge of the students regarding the contents of the materials indicated in the bibliography. The exam will last 90 minutes. In the assessment process, particular attention will be paid to understand the student’s knowledge of business markets’ and business marketing’s characteristics and applications also using practical examples. The written exam accounts for the 100% of the final evaluation.

Honors will be awarded at the discretion of the professors.

***NOTES AND PREREQUISITES***

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.