

MICRO-CREDENTIAL DETAILS

Issued by	Dipartimento Economia Aziendale - Università degli Studi Roma Tre
Country/Region of the issuer	Italy
issued to	Iris Bolognini - BLGRSI96R62D508O
Course description	70-hours post-graduate University specialization training course, focused on the main dynamics of B2B markets and an in-depth analysis of the main marketing and sales techniques. Period: Feb-Jun 2023
Date of issuing	17-November-2023
Title of the micro-credential	B2B Marketing and Sales Management 2023
Short Title of the micro-credential	B2B 2023 Course
Level (and cycle, if applicable) of the learning experience leading to the microcredential (EQF, QFEHEA)	This credential does not allow access to any type of higher-level course, but requires a minimum level of access for participation (entry level/cycle: 6 EQF/1° cycle*)rn(*Prospective students wishing to enrol in this course must hold a Bachelor's /university degree/diploma)rn
Learning outcomes	? Understanding B2B market and its main characteristics.rn? Understanding competitive landscapes and purchasing decision-making processes.rn? B2B sales techniques and policiesrn? Territory Management rn? Sales Managementrn? Account Managementrn? Opportunity Managementrn? Marketing and communication plan designrn
Notional workload needed to achieve the learning outcomes	70 hours of training (10 ECTS/CFU)
Form of participation in the learning activity	Remote synchronous training
Type of assessment	Final Group Project Work Presentation
Language of taught	English, Italian
Quality assurance of the credential	This credential is awarded by Università degli Studi Roma TRE, in compliance with the quality standards established by the Italian Ministry of University which respond to Standards and Guidelines for the Quality Assurance in the European Higher Education Area (ESG).
Professional job referencing from the Italian “Atlante del Lavoro” database (A.D.A)	ADA.24.04.06 (formerly ADA.25.224.724)

This badge was elaborated following the guidelines and principles for the creation of a European standard for issuing micro-credentials (rif. https://education.ec.europa.eu/sites/default/files/2022-01/micro-credentials%20brochure%20updated.pdf; https://eu

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