# Marketing Management

## Professor Alessandra Tzannis; Professor Edoardo Staiti

***Text under revision. Not yet approved by academic staff.***

***COURSE AIMS***

The course is aimed at analysing the issues about business-market relationships from the perspective of marketing-oriented firms. The course will thus highlight the significance and the role that marketing has acquired within business management, also taking into account the necessity for a company to act according to sustainability logic.

The marketing management process will be examined as a point for integration of analysis, strategy and operations in the management of the relationship between the firm and its market. The course will also analyse some of the most current themes in relation to corporate marketing management.

***COURSE CONTENT***

– Marketing in the economy and in business management.

– Marketing process and business processes.

– The key role of information and marketing research.

– Qualitative and quantitative analysis of demand.

– Sector dynamics and the impact on marketing strategies.

– The segmentation process, targeting and positioning of supply.

– Product policies.

– Brand management from the perspective of brand equity.

– From price to value for the customer.

– Distribution-related decisions.

– Management of the sales network.

– Communications logic and instruments in support of the firm-market relationship.

– Digital Marketing.

– The planning of marketing activity.

***READING LIST***

R. Fiocca-R. Sebastiani, *Politiche di Marketing e Valori d’Impresa,* McGraw-Hill, Milan, 2014 (all chapters).

R. Fiocca, *Impresa Futura,* Franco Angeli, Milan, 2014.

***TEACHING METHOD***

Instructional materials (slides and other materials for further study) will be posted to the Blackboard platform.

***ASSESSMENT METHOD***

Students will be graded on the basis of a written test aimed at verifying their level of comprehension of fundamental concepts and their capacity to read and interpret as a whole the phenomena related to the management of the relationship between the firm and its market.

If sufficient, the grade earned on the written exam may be supplemented (at the option of the student and with the agreement of the professors) by an interview to take place on the date for the registration of the written exam.

***NOTES***

Further information can be found on the lecturer's webpage athttp://www2.unicatt.it/unicattolica/docenti/index.html, or on the Faculty notice board.