# Territorial Marketing and Marketing for Small and Medium-sized Enterprises (with workshop)

## Prof. Maria Paola Pasini

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

The course aims to introduce the key concepts of territorial marketing and marketing from small and medium-sized enterprises, with a focus on online and offline communication. During the course, students will be asked to create two communication plans: one addressed to a specific territory, and the other one to a small/medium-sized enterprise. The aim is to guide the ‘customer’ (either the tourist or the customer of the enterprise) towards the purchase of a product or a tourist destination, through the use innovative tools and best practices. Nowadays, an effective communication has become fundamental, since this historical period is characterised by serious international turmoil that are constantly redefining the maps, the movements, and the interactions all over the world. Now, more than ever, it is necessary to introduce new approaches, based on strategies (such as the storytelling) which cannot disregard the present historical juncture. A particular attention will be paid to the concepts of “sustainability”, “trust”, and “security” on all fronts, and the elaboration of positive messages, therefore creating new *customer engagement* strategies and, lastly, a new way to do marketing *(human marketing*) more and more focused on people in their complexity.

*Knowledge and understanding*

At the end of the course, students will be able to understand the key concepts of marketing applied to the promotion of/the communication about a specific tourist destination. Therefore, they will be able to identify and adopt brand personality practices, and manage the web reputation of a destination. At the same time, they will be able to acquire the key elements of the marketing for small and medium-sized enterprises, and develop business communication projects, using the tools offered by traditional marketing combined with innovative elements, like ICT, Big data and AI.

*Ability to apply knowledge and understanding*

At the end of the course, students will be able to apply their new skills to real-life situations, as well as create and implement (from a general point of view) a communication plan addressed to small and medium-sized enterprises and tourist destinations. Furthermore, they will be able to analyse specific situations, identify the best practices, and define the most adequate communication strategies to adopt, always using an appropriate terminology. Finally, the presentation of case studies will help students develop their independent judgment and problem solving skills, that will be fundamental in any working environment.

***COURSE CONTENT***

The first part of the course will be focused on the definition of the key concepts of the subject. During the second part of the course, instead, the lectures will be structured as follows: the first half will be based on small and medium-sized enterprises, characterised by a growing interest towards the creation of events and promotional campaigns for the achievement of specific corporate objectives; the second half, instead, will be focused on the strategic analysis of relevant cultural and tourist destinations – especially from the point of view of their features and potential – in order to define a plan for the promotion of those specific areas (also through the use of a combination of digital platforms and more traditional tools).

1. General information. Personal presentation. Introduction, key concepts, definitions. The history of marketing. An introduction to the history of communication. The reading list.
2. Presentation of case studies (focused on small and medium-sized enterprises and tourist destinations)
3. Creation of a territorial marketing plan, and a marketing plan for small and medium-sized enterprises.

***READING LIST***

For an in-depth analysis of the key concepts of the subject:

Lucia Barale, Lucia Nazzaro, Stefano Rascioni, Giovanna Ricci, *Impresa, Marketing e Mondo*, volume 2, Editrice Tramontana Rizzoli educational, Milan 2017, p. 139-217.

Further readings:

**J**osep Ejarque, *Social Media Marketing per il turismo. Come costruire il marketing 2.0 e gestire la reputazione della destinazione,* Hoepli, Milan 2015.

Philip Kotler, *Marketing 4.0*, Hoepli, Milan 2017.

Further information on the reading list and the teaching material will be made available in class and on Blackboard.

Non-attending students (that is to say, those attending less than 3/5 of the course) will have to study the following textbooks:

Josep Ejarque, *Social Media Marketing per il turismo. Come costruire il marketing 2.0 e gestire la reputazione della destinazione,* Hoepli, Milan 2015.

Philip Kotler, *Marketing 4.0*, Hoepli, Milan 2017.

Marco Delmastro and Antonio Nicita, *Big data*, il Mulino, Bologna 2019.

***TEACHING METHOD***

After introducing the key concepts of marketing and communication, the course will adopt a practical approach, based on the presentation of case studies and, if possible, on the meeting with subject matter experts (either face-to-face or online). In addition, the lectures will be supported by the use of images and audiovisual material. Students are invited to check Blackboard on a regular basis, in order to receive important updates and communications, and/or download additional teaching material.

***ASSESSMENT METHOD AND CRITERIA***

Oral exam, aimed to assess the knowledge of the subject. During the course, students may also be asked to write papers and carry out practical activities in class, that will contribute to the definition of the final mark. Finally, they will have to create (either individually or in group) two communication plans: one addressed to a tourist destination, and the other one to a small-medium sized enterprise. Also in this case, the mark obtained will contribute to the definition of the final mark. The course will include a *Market Research Techniques for New Media* workshop (held by Dr. Milo Soardi). The mark obtained in the workshop will determine 20% of the final mark of the exam (according to a weighted average).

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. However, students should show a certain curiosity towards the topics explained in class.

The two parts of the course (territorial marketing and marketing for small and medium-sized enterprises) are equally important. A basic knowledge of marketing might be useful to get a better understanding of the course content, but it is not a fundamental prerequisite. Instead, students are expected to show a certain interest towards the creation of concrete projects addressed to tourist destinations and small and medium-sized enterprises.

*Further information can be found on the lecturer's webpage at http://docenti.unicatt.it/web/searchByName.do?language=ENG or on the Faculty notice board.*

**Market Research Techniques for New Media Workshop**

Dr. Milo Soardi

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

The workshop aims to provide students with the knowledge and the tools they need to understand the reference market of a company and its relative customers. Thanks to a selection of practical activities and case studies, students will be able to identify and use the most appropriate tools to carry out a market research.

**- Intended learning outcomes**

The workshop will provide students with the basic elements to carry out market research independently, in order to collect information in support of the different marketing activities (e.g. the launch of a new product, the choice of the communication channels that must be activated, the realisation of an editorial plan, the analysis of customer satisfaction, the creation of adv campaigns, the restyling of a website.)

**- Knowledge and understanding**   
At the end of the workshop, students will be able to:

- know the different approaches through which it is possible to carry out a market research

- select and use all the necessary tools

**- Ability to apply knowledge and understanding**  
At the end of the course, students will be able to:

- create an audience/buyer personas

- properly structure an online questionnaire

- prepare the script for an interview

- carry out an ethnographic research

- use artificial intelligence software to support the realisation of market research  
  
**- ‘Independent judgment’, ‘Communication skills’, and ‘Learning skills’**  
At the end of the course, students will be able to:  
- work in team to carry out a shared project

- develop their critical thinking skills

***COURSE CONTENT***

An introduction to market research

Digital ethnography: tools and practical examples

Personas: methodologies and tools to understand your audience

Interviews and questionnaires: how to realise them

The Artificial Intelligence supporting market research

***READING LIST***

Recommended readings:

Avallone, Alice, *People watching in rete. Ricercare, osservare, descrivere con l’etnografia digitale*, Florence, Franco Casati Editore, 2018

Avallone, Alice, *#Datastories Seguire le impronte umane sul digitale*, Milan, Hoepli, 2021

Cassarino, Irene, *Mercati Infiniti, Modelli (pochi), storie (tante) strumenti (avanzati) per aziende ed organizzazioni che non vogliono chiudere mai*, Milan, FrancoAngeli, 2021

Devigili, Iris, Buyer Personas. *Comprendi le scelte d’acquisto dei clienti con interviste e Modello Eureka!,* Palermo, Dario Flaccovio Editore, 2019

Fitzpatrick, Rob, *The Mom Test. How to talk to customers and learn if your business is a good idea when everyone is lying to you.*

Giacchino, Massimo, *Audience Personas Analizzare i micro-dati per definire e convertire il cliente potenziale*

Levesque, Ryan, *Ask*, Hay House, 2019

Hansen, Michele, *Deploy Empathy A pratical guide to interviewing customers*

***TEACHING METHOD***

The lectures include a theoretical part, supported by the use of slides, aimed to introduce the methodology and the tools, and a practical part characterised by the study of real-life cases.  
During the lectures, students will be invited to put into practice what they have learnt from their projects.

***ASSESSMENT METHOD AND CRITERIA***

**- Assessment method**

Before the end of the course, students will be asked to present two group projects consisting in the organisation of a marketing plan for a SME and a local authority.

The evaluation of attending students (that is to say, those who attended at least 75% of the lectures) will take into account their presence and active participation in class, as well as the quality of the projects presented at the end of the course.

For the final assessment, non-attending students will have to carry out on an individual basis the two projects mentioned above.

The mark of the workshop will be added to the one obtained in the Territorial Marketing and Marketing for Small and Medium-sized Enterprises course and will contribute to define 20% of the final mark (according to a weighted average).  
 **- Assessment criteria**  
Through the development of the two projects, students will have to demonstrate that they are able to organise a communication plan, as well as select and use the most appropriate online tools to carry out the market research.

The final assessment will take into account the students’ ability to carry out in-depth research, the development of a coherent project using the results analysed, the quality of the contents proposed, and the team’s ability to present the project clearly and synergically.

***NOTES AND PREREQUISITES***  
**- Notes**   
The teaching material produced during the course and the additional study material for the exam will be made available on Blackboard.

**- Prerequisites**

Students must have already attended the Territorial Marketing and Marketing for Small and Medium-sized Enterprises course, since the workshop is part of it.

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