# . - Marketing

## Prof. Roberto Paolo Franco Nelli

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

The course aims to provide students with a method for dealing with the various problems relating to the management of relations between the company and the market. To make this approach even more concrete, the analysis is supported by a discussion of significant cases and evidence from company managers.

At the end of the course, students:

1. will have learnt the logics and tools of marketing management;
2. will have understood the consumer's purchasing decision process and response models to marketing stimuli;
3. will be able to independently assess the various strategic options and the consequent marketing policies;
4. will be able to set up and present a marketing plan relating to a specific concrete problem that will be proposed during the course.

***COURSE CONTENT***

*The concept of marketing*

* The conceptual domain of marketing.
* The evolution of the marketing role in the business economy.
* The marketing perspective in business management.

*The marketing process*

**The cognitive-analytical phase**

* Analysis of the marketing environment.
* Demand analysis.
* Supply analysis.
* Distribution system analysis.
* Marketing information system.

**The strategic and operational phase**

* Demand segmentation.
* Supply differentiation.
* Brand positioning
* Marketing mix

- Marketing plan

***READING LIST***

S. Castaldo (edited by), *Marketing e fiducia*, il Mulino, Bologna 2009.

R. Nelli, *Il marketing*, in F. Antoldi, *Economia e organizzazione aziendale*, McGraw-Hill, Milan 2012.

Further follow-up readings will be suggested during the course and made available on Blackboard.

***TEACHING METHOD***

The course is divided into theoretical lectures, discussion of business cases, company experts’ speeches, and development of a project work in groups with the collaboration of a company.

***ASSESSMENT METHOD AND CRITERIA***

The learning outcomes are verified through two different exam methods, which the student can choose, depending on whether they decide to regularly attend classroom lectures and participate in the project work planned during the course, or to prepare mainly with self-study.

1. Assessment of the learning outcomes of attending students will be based:

- 50% on the assessment of the project work carried out and presented also to the company that formulated the problem to be addressed; the assessment of the project work will depend on its compliance with the requests, variety and depth of the proposal, as well as its originality and applicability;

- 50% on the outcome of an open-ended written test lasting 60 minutes aimed at verifying students' acquisition of the basic concepts, their critical processing skills and ability to connect the proposed contents.

2. For non-attending students or students who do not intend to take the exam in the format provided for attending students, the exam is written and includes three extensive open-ended questions, lasts 90 minutes, and it is aimed at verifying students’ acquisition of the basic concepts, their ability to critically approach and connect the proposed contents.

***NOTES AND PREREQUISITES***

Prerequisite of the course is basic knowledge related to the concepts of business, consumer and market.

Information on office hours available on the teacher's personal page at http://docenti.unicatt.it/.