# Marketing management and marketing planning

## Prof. Chiara Cantù; Prof. Lala Hu

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

The course will deal with the main marketing management processes, including strategic marketing management, consumer behaviour, new product management, and marketing communication. It will combine theory and practice. While providing the basics in the field for all students, the course will also provide scope for individual student investigation of topics of interest such as entrepreneurial marketing and sustainable marketing.

**Specific objectives are:**

* To understand the process of marketing management;
* To understand consumer behaviour in B2C marketing;
* To apply the elements of the marketing mix to the B2C environment;
* To apply marketing strategies relevant to businesses;
* To develop critical thinking skills to solve real life entrepreneurship problems.
* To learn how to develop a marketing plan.

**At the end of the course, students will be able to:**

1. understand the market orientation

2. develop the phases of the marketing management process;

3. carry out an analysis of the marketing environment to build a SWOT analysis aimed at making strategic decisions;

4. know the characteristics of the main marketing research tools and adopt them for data collection (semi-structured interviews, focus groups, questionnaires);

5. develop and present a marketing plan;

6. implement marketing strategies and tools also in the context of digital transformation.

***Marketing Management Module*** (Prof. Chiara Cantù)

* Marketing: Creating and Capturing Customer Value.
* Analyzing the Marketing Environment.
* Managing Marketing Information to Gain Customer Insights.
* Understanding Consumer and Business Buyer Behavior.
* Customer-Driven Marketing Strategy.
* Developing New Products and Managing the Product Life-Cycle.
* Pricing: Understanding and Capturing Customer Value.
* Marketing Channels: Delivering Customer Value.
* Marketing Communication
* Sustainable Marketing
* Entrepreneurial Marketing

***Marketing Planning Module*** (Prof. Lala Hu)

* Purpose and Content of a Marketing Plan
* Role of Research
* Development of a Marketing Plan

### **COURSE CONTENT**

Students are strongly encouraged to read the case studies described in the book for a better understanding of the concepts discussed in class.

Journal articles, case studies and other teaching materials will be provided and discussed by the instructors in class.

### **READING LIST [[1]](#footnote-1)**

Principles of Marketing 18/E Global Philip T. Kotler & Gary Armstrong, Pearson [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/kotler-armstrong/principles-of-marketing-18th-edition-9781292341132-705340.html)

### **TEACHING METHOD**

Interactive classes, analysis and discussion of case studies, application of marketing concepts through the development of a research-based project.

***ASSESSMENT METHOD AND CRITERIA***

The final mark will be in 30/30 based on the weighted average of the two parts of the course: Marketing Management Modul will account for 80% of the mark, while the Marketing Planning Modul will account for 20% of the mark.

Marketing Management Modul: A comprehensive exam in written form, composed of multiple choices and open questions that cover the entire course content in order to assess the knowledge of the marketing terminology, processes, marketing strategies and marketing mix tools applied to business problems.

Marketing Planning Modul: A group work assignment on a research-based project to assess the capability of developing a marketing plan in the context of real case studies.

The mark is valid for one academic year, i.e. until September 2022 included.

The *laude* is assigned at the only discretion of the professors.

***NOTES AND PREREQUISITES***

Attendance is strongly recommended.

Office hours’ meetings and further information can be found on the lecturers' webpage at *https://docenti.unicatt.it/ppd2/en/#/home* and on the course Blackboard platform.

*In case of disruptions due to the COVID-19 pandemic, the course will be managed online though the University digital platforms, such as Blackboard, Microsoft Teams etc. Specific information will be provided at the beginning of the course*

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)