## **Marketing Innovation and Metrics**

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

Digital technologies are transforming Marketing activities, and companies are becoming more and more flexible, and focused on data and performance measurement. The course aims to provide students with the key competences and tools they need to create an integrated Marketing strategy, combining the paradigms of the discipline with the latest innovations.

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

– Understand:

* The changes occurred in Marketing, with a focus on the ongoing trends, the research activity, and the analytical tools for market investigation.
* The role played by Marketing at a strategic level, with a focus on the analysis of demand, supply, brands, and innovative solutions.
* The importance of Marketing management from execution to evolution, with a focus on key marketing metrics and operations.

– Elaborate a Marketing plan.

***COURSE CONTENT***

The course will be structured as follows:

1. Seven class sessions.

– The first one will introduce the course through the presentation of the key concepts of Marketing.

– The other six sessions will cover the following modules:

\* Marketing changes and demand forecasting.

\* The market and customer value.

\* Demand and supply.

\* Brands and solutions.

\* Price and go-to-market.

\* Communication and evolutionary marketing.

Thanks to a selection of case studies, presentations, and meetings with experts, students will have the opportunity to explore the latest concepts and tools of marketing from both a strategic and operational perspective.

2. Video-lectures of about 15 minutes (pills) focused on a single topic and organised in six groups of six pills each (one for each module).

3. Group works and webinars based on practical activities.

4. A 1-hour live feedback for each module.

***READING LIST***

Textbook of reference

P. Kotler, K. L. Keller – M. Costabile, *Marketing per manager,* Pearson, 2018.

Further information will be made available on Blackboard.

***TEACHING METHOD***

Blended course, based on remote (50%) and frontal (50%) teaching activities.

The lectures in class will be integrated by meetings with experts.

In addition, at home, students will have to watch the video-lectures, study the teaching material, and carry out the self-assessment activities proposed during the course.

The distance-learning mode will include the use of video-lectures (asynchronous) and an intense investigaiton of case studies – to be discussed during webinars and live feedbacks (synchronous). The course syllabus will be made available on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

A. *Continuous assessment*

For the students opting for a continuous assessment: 50% of the final mark will result from two tests (a first one, to be held in class, followed by a group assignment) taking place during the course (further information will be made available on Blackboard); 50% of the final mark will result from a written exam. Only the students passing the first two tests will be allowed to take the written exam. In order to pass the final assessment – to be taken in one of the three official dates after the end of the course – students will have to obtain a positive mark in the written exam.

B. *Summative assessment*

For the students opting for a summative assessment: the final exam will consist in a written test, based on the teaching material indicated above and aimed to assess the knowledge of the topics explained and the skills developed during the course.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. Although a basic knowledge of Marketing concepts is required, a didactic activity on the presentation of the key concepts of Marketing is planned during the introductory session.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.