# Marketing I

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

The course aims to introduce the key elements of marketing. In particular, it will explore the meaning and the role that marketing has been playing in the management of business activities. Furthermore, the course will analyse marketing management as a source of integration between the analytical, the strategic, and the operational dimension of the relationship between a company and the market.

At the end of the course, students will have developed the following skills:

1. Knowledge and understanding of a market's orientation, ability to identify and develop the phases of the marketing management process; ability to develop a market analysis, ability to develop a market research study; ability to analyse the competitive positions of companies in markets; and ability to analyse consumer purchasing behaviour (*knowledge and understanding* *skills*);
2. Use of knowledge and ability to understand the marketing and market analysis environment, implementing the knowledge and models proposed in different business contexts proposed as a tutorial; apply the conceptual models and the proposed formulas in order to understand consumer choices when faced with different alternatives (*applying knowledge and understanding skills*);
3. Ability to draw conclusions using also summarising tools; ability to make strategic decisions through the use of marketing policy analysis models, based on a given brief; collect and organise information aimed at launching new products, new solutions or reaching new market segments (*making judgments skills*);
4. Ability to develop a marketing plan;
5. Ability to implement marketing strategies and policies, also in light of the current trends such as digitisation and sustainability (*applying knowledge and understanding* *skills*).

***COURSE CONTENT***

The course will be structured as follows:

*Understanding marketing processes*:

Building a value relationship with the customer. Designing the strategy and relationship with the customer. Creating a competitive advantage.

Analysing consumers and markets:

Analysing the company's marketing environment. Marketing research. Analysing the B-to-C and B-to-B markets.

Designing and managing marketing:

Segmentation, targeting and positioning. Products, services and brands. Setting and managing the selling price. Retail and trade marketing. Communicating to the market. Mass communication. Online, social media and direct sales.

***READING LIST***

Kotler P. Armstrong G., Ancarani F., Costabile M., *Principi di Marketing*, 17° edizione, Pearson, Milano, 2019

Additional material:

- Slides

- Further material made available on Blackboard during the course

***TEACHING METHOD***

The 60-hour blended course includes on-site (40 hours) and off-site (20 hours) activities.

Classroom lectures will include esercitazioni, dibattiti, testimonials from companies and/or experts on the topics covered, while off-site students will have to consult video-lectures and in-depth material. More specifically: off-site activities involve the use of video-lectures (asynchronous) to support learning, while the case studies, testimonials and tutorials to be discussed will be the focus of in-person (synchronous) activities, also intended as an opportunity for ongoing assessment of the students' learning. The syllabus containing the course's analytical programme will be communicated on *Blackboard*.

***ASSESSMENT METHOD AND CRITERIA***

Assessment criteria: the exam is a written test comprising a series of specific questions, open-ended questions and the practical application of the marketing models and tools covered in the course. Therefore, students will need to exhibit both specific skills in the taxonomies and models presented, and analytical skills (the application of "formulas") and reasoning in light of the results obtained. Last but not least, the student's ability to view the proposed contents as a whole (going beyond a monolithic view of the single "chapter").

It is possible to take the exam during any exam session from June of the academic year in question. Students who fail an exam will be permitted to retake it on any of the subsequent exam dates.

There are no oral exams envisaged to supplement the student’s mark.

***NOTES AND PREREQUISITES***

Only the students who have already passed and registered the Business Economics exam will be allowed to take the Marketing exam.

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.