# Marketing Principles (with a Marketing Plan Module)

## Prof. Annalisa Tunisini; Prof. Alessia Anzivino

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

Over the last decade, companies have had to profoundly rethink their relations with the market and with the customer. The course offers an integrated and evolutionary vision of the company, now operating in increasingly varied and complex markets. The course is divided into two modules: one basic and one applied (Marketing Plan module). The basic module outlines the challenges facing the enterprise and the marketing manager in the current context of continued technological innovation, globalisation and the tertiarisation of the economy. This module offers the analytical tools for understanding and interpreting the economic and business phenomena at play and provides the tools for formulating strategic decisions and managing the market processes required to lead the company to a successful position.

The applied module (Marketing Plan) allows students to become more familiar with marketing-analysis and decision-making tools and to apply them when preparing a marketing plan.

By the end of the course, students will:

– have acquired the knowledge and competences necessary to understand and interpret the main changes in the markets;

– have developed familiarity with the main market strategic analysis tools;

– have learned and applied the main tools for supporting strategic marketing action.

– have learned how to structure and draw up a marketing plan.

***COURSE CONTENT***

BASIC MODULE *(Prof. Annalisa Tunisini)*

*Enterprises, environment and markets*

– The enterprise and the competitive environment: An evolutionary analysis.

– The variety of the enterprises, induced by exogenous and endogenous factors

*Business development and strategic analysis*

– Strategies, models and tools for market growth.

– Analysis to support strategic marketing decisions.

*Business strategies and marketing strategies*

– Corporate, business and crisis-management strategies.

– Innovation and social responsibility strategies.

– Means and processes implementing strategy

– Marketing management.

MARKETING PLAN MODULE *(Prof. Alessia Anzivino)*

*The marketing plan*

– The creation of a marketing plan

***READING LIST***

A. TUNISINI- FERRUCCI- T. PENCARELLIi, *Economia e management delle*

*imprese* – SECOND EDITION, Hoepli, 2020 (chaps. 1, 2, 3, 4, 5, 6, 7, 8, 9,

10, 12, 15). <https://www.hoepli.it/libro/economia-e-management-delle-imprese-strategie-e-strumenti-per-la-competitivita-e-la-gestione-aziendale/9788820398804.html> (ed.) A.ANZIVINO, Lecture notes on drafting a marketing plan and material uploaded onto Blackboard.

Slides and possible further reading and case studies uploaded by the lecturers onto Blackboard.

***TEACHING METHOD***

Interactive lectures, seminars and discussions of case studies; presentation of a marketing plan.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment will be based on the weighted average of the two marks (out of 30) obtained by the student for the Basic module and the Marketing Plan module. In more detail, the mark for the Basic module is individual and accounts for 80% of the final mark, while the mark for the Marketing Plan module is per group and is worth 20%.

Students will be assessed on the Basic module by means of a written exam comprising open questions and focused questions. The open questions are designed to assess students’ ability to reflect at a complex level on the course topics and to apply the interpretative and managerial concepts and models to actual cases. The focused questions are designed to assess the level of preparation and assimilation of key concepts.

Students will be assessed on the Marketing Plan module through their drafting and discussion of a marketing plan. The mark achieved in this assessment is valid for the entire academic year.

*Lode* will be awarded at the lecturers' discretion.

Further guidance will be published on Blackboard and communicated in class at the beginning of the course.

***NOTES AND PREREQUISITES***

The course is mandatory for students who have not acquired at least 6 ECTS credits in the Marketing Management disciplines in their undergraduate or first level specialising master programme.

Should the Covid-19 health emergency prevent in-person teaching and/or assessment, ongoing or final, remote alternatives will be put in place via the university Blackboard platform, Microsoft Teams and any other means, details of which will be provided at the beginning of the course, so as to ensure the learning objectives set out in the study plans are met in full whilst safeguarding our students’ health.

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.