# Marketing

## Prof. Giovanni Covassi

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

The course aims to provide students with the basic elements of the marketing discipline and focuses particularly on strategy and the developments of the digital world, underlining the importance of the quantitative dimension.

The marketing approach to company management is in continuous development and is even considered crucial today in the services sector: knowledge of the basic assumptions necessary for market orientation is therefore to be considered a core component in the training of those who have chosen to combine language skills with a managerial pathway.

By the end of the course, students will:

1. understand the market in which businesses operate;
2. be able to study the fundamental concepts of marketing in depth;
3. know the marketing mix levers of the goods and services sector;
4. be able to implement marketing strategies and policies, including in light of the impact of digital transformation.

***COURSE CONTENT***

*The fundamental concepts of marketing*

– The concept of marketing.

– The marketing system: Analysis and environmental macro and micro variables.

– The role of marketing information and research.

*The consumer*

– The role of the consumer in the marketing process.

– The evolution of the consumer and consumption dynamics.

– The customer journey.

– The main differences between the BtoC and BtoB markets.

*Strategic marketing*

– Strategic marketing: Segmentation, targeting and positioning.

– Brand management.

– Marketing mix with particular reference to the digital world.

*Operative marketing*

– The levers of the marketing mix: Product, price, distribution and promotion.

– Product management: from conception to marketing.

– The decisions for defining price.

– Distribution channels and trade marketing (overview).

– Communication, advertising and promotion (overview).

*Services marketing*

– The service sector: structure and evolutionary dynamics.

– Quality in service: From the perception of quality by the user to the management of quality by the company.

– Relationship management and interactive marketing.

– The role of internal marketing in the service enterprise.

*Digital marketing*

– Digital transformation.

– Digital marketing: Strategies and tools:

– The website, search engines, email marketing, the main social networks.

***READING LIST***

R. Fiocca-R. Sebastiani, *Politiche di Marketing e Valori d’Impresa,* McGraw-Hill, Milan, 2014 (all chapters).

Additional materials:

- Lecture slides

- Other materials uploaded onto the Blackboard platform during the course

***TEACHING METHOD***

Interactive lectures, case studies, business testimonials (in person or remotely), individual and group activities, e-learning.

Practical classes and seminars: A series of practical classes, set up and conducted in close correlation with Silvio Santini's course. Participation in the practical classes is optional. Participants may develop a project that will contribute to the final assessment of the exam in the manner indicated in lectures.

***ASSESSMENT METHOD AND CRITERIA***

The examination is written in format and the questions, which may be structured differently depending on the topic, are designed to verify the level of study and knowledge of the subject but also the ability to reason.

Relating to each semester there will be open questions, simple numerical exercises, and the analysis of small cases or closed questions.

Students who fail the exam will be able to take it on the next available date (i.e. there is no *salto di appello*).

The assessment criteria include the relevance of the answer, the completeness, exemplification and linking of arguments and clarity; “non-relevant” answers will not contribute to the final mark, even if they are conceptually valid.

The final mark can be enhanced by submitting a research project, defined during the course, worth a maximum of 3 marks.

Subject to the rules laid down by the faculty board, there is a potential interim test at the end of semester 1.

***NOTES AND PREREQUISITES***

There are no prerequisites for this course in terms of contents.

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.