# Marketing (Management of Market Relationships)

## Professor Renato Fiocca; Professor Giovanni Covassi

1. ***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

Aimed at supplying the student with the fundamental elements of marketing, the course will examine the significance and the role that marketing has gradually acquired in business management activity, including when considering the necessity of companies to operate according to sustainability logic. The course also looks at marketing management as a process that integrates analysis, strategy and operations for the management of a business-market relationship.

*At the end of the course students:*

1. Will understand the potential of market orientation and will know how to implement such an approach in a corporate context;
2. they will learn the phases of the marketing management process and acquire the skills to carry out a marketing environment analysis aimed at making strategic decisions;
3. they will be able to put into practice the logic and tools for making fundamental strategic decisions related to managing the relationship with the market in light of the company's profitability objectives;
4. will know how to make decisions regarding single variables within the marketing mix, and assess the impact upon the company’s performance;
5. will be able to develop a marketing plan.

***COURSE CONTENT***

The course is organised into the following units:

*Unit 1 - Marketing in the economy and in business management.*

– Marketing process and business processes.

– The key role of information and market research.

– understanding the sector and analysis of competition dynamics

*Unit 2 - Qualitative and quantitative analysis of demand.*

– Market potential.

– Relative market share.

– Retail market share.

– Future demand.

*Unit 3 - Marketing strategies.*

– The segmentation process, targeting, and positioning of supply.

*Unit 4 - Marketing policies*

– Product policies.

– Brand management as part of brand equity.

– From price to value for the customer.

– Distribution choices.

– Management of the sales network.

– Communications logic and tools in support of firm-market relationship.

*Unit 5 - Digital marketing.*

– Digital strategies in B2C markets.

*Unit 6 - The planning and control of marketing activities.*

– Marketing plans.

– The main assessment parameters for assessing the performance of marketing policies.

***READING LIST***

R. Fiocca-R. Sebastiani, *Politiche di Marketing e Valori d’Impresa,* McGraw-Hill, Milan, 2015.

R. Fiocca (Ed.), *Dialoghi di Marketing,* Franco Angeli, Milan, 2015.

Additional and in-depth material will be available on Blackboard.

***TEACHING METHOD***

Interactive lectures, analyses of business studies, operational applications of marketing models and tools, and presentations by businesspeople.

***ASSESSMENT METHOD AND CRITERIA***

The examination consists of a written test containing a series of direct questions, open-ended questions and practical applications of marketing models and tools related to the two books on the reading list.

A written exam with the possibility, at the request of the Exam Commission and/or the student, of a more in-depth supplementary oral exam to be carried out according to the procedures established by the Commission.

***NOTES AND PREREQUISITES***

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.