# Marketing

## Prof. Stefania Boleso

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

Course aims

The course will present students the discipline of marketing to students, highlighting its central role in the relationship between a company and the market and within the organization itself, being a connector among the departments.

The different stages of a marketing process will be explored, explaining also how and why each one of them is fundamental for the others and to reach the overall business objectives. The students will learn how a company can have a strategic approach to the market, and consequently achieve their goals, through the optimization and integration of all the different stages.

Learning outcomes

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

- Know the dynamics of marketing and use the correct terminology

- Understand what the different stages of a marketing process are

- Know the main environmental factors that can have an impact on strategy

- Understand main market segmentation criteria and the reasons to select a specific target segment

- Understand how to develop a distinctive positioning

- Create a differentiating brand identity

- Know the different components of the marketing mix

- Understand how to find the right mix for the different markets

- Establish objectives and measure results

***COURSE CONTENT***

- Definitions of marketing and key components of the discipline

- The different stages of a marketing process:

\* Analysis

\* Strategy

\* Tactics

- The analysis phase:

\* Macroenvironment

\* Microenvironment

\* Internal environment

\* Benchmarking

\* Analysis of demand and consumer behavior

\* Segmentation criteria

\* SWOT analysis

- The strategy phase:

\* Targeting

\* Positioning and value proposition

\* Brand principles

\* Setting objectives

- The tactics phase:

\* Product and its lifecycle

\* Pricing policies

\* Distribution

\* Communication

- Monitoring and control

- New trends:

\* Personalization

\* Crowdsourcing

\* Disintermediation

\* Technological development, NFT and metaverse

***READING LIST[[1]](#footnote-1)***

- Principles of Marketing – Philip Kotler, Gary Armstrong [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/kotler-armstrong/principles-of-marketing-18th-edition-9781292341132-705340.html)

- Slides of the lessons, together with extra reading materials (pdf documents and links to third party articles) will be shared by the professor through Blackboard platform

***TEACHING METHOD***

Lessons with practical examples and case histories, in order to encourage discussion among and with the students. Corporate guests from the reference sectors (food & fashion).

***ASSESSMENT METHOD AND CRITERIA***

*Attending students:* Attending students will be asked to develop a group project work (6 students for each group), which will contribute 70% to the final grade.

The project work will be presented to the students during the first lesson and they will need to deliver their work at the end of the course; the overall assessment will consider compliance with the brief, use of acquired skills, consistency among the different parts of the project, its feasibility and level of innovation. In order to give an individual grade, each student will be asked to explain the part of the project he is responsible for; without such indication, the grade will be the same for the whole group.

Together with the project work, there will be a written test, consisting of 2 open questions based on the program seen in class, which will contribute 30% to the final grade.

*Non-attending students:* written test consisting of 6 open questions, based on the textbook indicated in the bibliography section and on the program taught in class.

***NOTES AND PREREQUISITES***

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

The student will have to possess basic knowledge of business and management, and of main methods for market research.

*Office hours:*

to be agreed in advance by email, writing to [stefania.boleso@gmail.com](mailto:stefania.boleso@gmail.com)

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)