## **Marketing Innovation and Metrics**

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

Today's market is no longer the same and the only real constant that emerges is change. While on one hand the evolution of technology has accelerated in recent years and it had an impact on the way companies operate, on the other hand the speed of adoption of the technology by the consumer has also changed. These transformations must be taken into consideration by companies in order to create and maintain valuable relationships with consumers, to be increasingly agile, focused on data and attentive to results measurement techniques. In this dynamic, unstable and volatile context, Marketing makes possible to combine supply and demand by providing the essential tools, approaches, processes and activities that lead to the success of an organization and of each individual professional; its understanding and planning from a strategic point of view is more necessary than ever.

The course aims to provide students with the key competences and tools they need to create an integrated Marketing strategy, combining the paradigms of the discipline with the latest innovations.

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

– identify the main changes occurred in Marketing. In particular, current trends, research and analysis tools aimed at studying the market will be illustrated.

– understand the role of Marketing at a strategic level. The topics of analysis of demand, supply, brands and innovative solutions will be explored.

– comprehend the importance of Marketing management from execution to evolution. In detail, the main Marketing metrics and operational activities will be examined.

– formulate a Marketing Plan by acquiring the key methodological and analytical skills to be able to carry out correct strategic Marketing planning.

– communicate and argue for value propositions and effective market strategies.

***COURSE CONTENT***

The course will be structured as follows:

1. Seven class sessions.

– The first one will introduce the course through the presentation of the key concepts of Marketing.

– The other six sessions will cover the following modules:

\* Marketing changes and demand forecasting.

\* The market and customer value.

\* Demand and supply.

\* Brands and solutions.

\* Price and go-to-market.

\* Communication and evolutionary marketing.

Thanks to a selection of case studies, presentations, and meetings with experts, students will have the opportunity to explore the latest concepts and tools of marketing from both a strategic and operational perspective.

2. Video-lectures of about 15 minutes (pills) focused on a single topic and organised in six groups of six pills each (one for each module).

3. Group works and Webinars based on practical activities.

4. A 1-hour live Feedback for each module.

***READING LIST***

* Textbook of reference: P. Kotler, K. L. Keller – M. Costabile, *Marketing per manager,* Pearson, 2018.
* Materials available on Blackboard.

*Attending students* will be guided during the lessons in the study of the chapters of the textbook and of the material uploaded on Blackboard, they will also be accompanied in the ongoing preparation of the exam also through interactive lessons (see assessment methods A).

*Non-attending students* must study the entire textbook and all materials uploaded on Blackboard (see assessment methods B).

***TEACHING METHOD***

Blended course, based on remote (50%) and frontal (50%) teaching activities.

The lectures in class will be integrated by meetings with experts.

In addition, at home, students will have to watch the video-lectures, study the teaching material, and carry out the self-assessment activities proposed during the course.

The distance-learning mode will include the use of video-lectures (asynchronous) and an intense investigaiton of case studies – to be discussed during webinars and live feedbacks (synchronous). The course syllabus will be made available on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

A. *Continuous assessment*

For the students opting for a continuous assessment:

* 50% of the final mark will result from two tests (a first one of 30 minutes to be held in class, followed by a group assignment without discussion). Methods, contents and timing will be published in the Blackboard and communicated at the beginning of the lessons;
* 50% of the final mark will result from a written exam. Only the students passing the first two tests will be allowed to take this last part (to be taken in one of the three official dates after the end of the course). In order to pass the overall exam, students will have to obtain a positive mark in all the different parts.

The effective presence in the classroom will be verified.

B. *Summative assessment*

For the students opting for a summative assessment: the final exam will consist in a 90-minute written test based on all the materials indicated (all chapters of the textbook and all materials uploaded on Blackboard) and aimed to assess the knowledge of the characteristics of an integrated Marketing strategy, paying particular attention to the methodologies, metrics and applications of the main Marketing tools also through practical examples. This written test represents 100% of the final grade.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. Although a basic knowledge of Marketing concepts is required, a didactic activity on the presentation of the key concepts of Marketing is planned during the introductory session.

*Office hours*

Professors receive students upon request for an appointment via email according to the information uploaded on Blackboard and the respective lectures’ webpages.