# Marketing

Gr. A-CL: Prof. Annalisa Tunisini, Prof. Alessia Anzivino; Gr. CO-LA Prof. Chiara Cantù, Prof. Francesca Montagnini; Gr. LE-PO Prof. Antonella La Rocca, Prof. Lala Hu; Gr. PR-Z Prof. Alessandra Tzannis, Prof. Giancarlo Nadin

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

This course aims to teach the student the fundamentals of marketing. The significance and role that marketing has gradually acquired in business management will be evidenced. The marketing process will be reviewed and studied as a process that integrates the analytical, strategic and operational aspects of the relationship between firms and the market.

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

1. Know and understand market orientation, identify and develop the different steps of marketing management; carry out market analysis, develop a market research; analyse the competitive positioning of businesses within markets; analyse consumer buying behaviour (*knowledge and understanding*);
2. Make full use of the knowledge and understanding skills developed in the field of marketing and market analysis within the different business environments presented during the course; use the key concepts and formulas explained in class to understand consumer behaviour in front of different options (*applying knowledge and understanding*);
3. Draw conclusions, also through the use of synthesis tools; make strategic decisions thanks to the models used to analyse marketing policies based on a specific brief; collect and organise useful data for the launch of new products and solutions, or reach new market segments (*making judgements*);
4. Create a marketing plan
5. Implement marketing strategies and policies, taking into account also the latest trends, such as digitalisation and sustainability (*applying knowledge and understanding*).

***COURSE CONTENT***

The course is structured around the following fundamental sections:

*Understanding marketing processes*:

Customer value creation. Planning market strategy and relationship marketing. Creating a competitive advantage.

*Analysing consumers and markets:*

Analysing businesses’ marketing environment. Market research. Analysing B-to-C and B-to-B markets.

*Marketing planning and management:*

Segmentation, targeting and positioning. Products, services and brands. Setting and management of sale prices. Retail and trade marketing. Mass communication. Online, social media and direct sale.

***READING LIST***

Kotler P. Armstrong G., Ancarani F., Costabile M., *Principi di Marketing, 17° edizione, Pearson, Milano, 2019* Additional material:

- Lecture slides

- Other materials uploaded onto Blackboard during the course

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

***TEACHING METHOD***

Interactive class sessions, analysis of business cases, business testimonies.

***ASSESSMENT METHOD AND CRITERIA***

Written exam, based on open and closed-ended questions, exercises and practical activities in which students will be asked to use the key marketing concepts and models explained in the material included in the reading list.

In particular, the exam will consist in 15 multiple-choice questions (1 point each) and 5 open-ended questions/exercises (17 points in total). It will take place during the official exam sessions.

Alternatively, students will have the possibility to split the exam into two different parts: an interim test (50% of the final mark) and a final test (50% of the final mark).

The interim test will consist in 15 multiple-choice questions (1 point each) and 3 open-ended questions/exercises (17 points in total). It will take place between the two semesters, at the end of the courses. In case of positive mark (18/30 or more) in the interim test, students will be allowed to take the second part of the exam, consisting in 15 multiple-choice questions (1 point each) and 3 open-ended questions/exercises (17 points in total). Students will have the possibility to take this part of the exam just once, during either the first or the third winter session. If they fail the second part of the exam or refuse the final mark, they will be asked to take the written exam on the whole course content.

The final assessment aims to test the knowledge of marketing management and the ability to carry out marketing analysis and define marketing strategies and policies. In addition, during the exam, students will be asked to use strategic marketing tools.

Assessment criteria: the knowledge and application of the key concepts explained during the course (evaluated through practical exercises) and the use of thinking and reasoning skills.

The highest mark *30 cum laude* (with honours) will be assigned at professors’ discretion.

***NOTES AND PREREQUISITES***

All students are reminded that it is compulsory to have taken and recorded the Business Economics exam before taking the Marketing exam.

In the personal pages of the professors are indicated the hours of receipt and the thesis request mode in marketing.

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.