**Marketing of Services**

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

The course aims to explore the key concepts of marketing, with a focus on services. For this reason, it will analyse the meaning and the role marketing has been playing in the management of business activities, especially within the complex companies that provide services. Furthermore, the course will analyse marketing management as a source of integration between the analytical, the strategic, and the operational dimension of the relationship between a company and the market.

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

1. Develop their knowledge and understanding of a market-oriented approach; identify the different stages of marketing management; carry out a market analysis and a market research (semi-structured interviews, focus groups, and questionnaires); analyse the competitive position of companies in different markets (potential demand, market shares); analyse consumer behaviours (knowledge and understanding competences).
2. Combine their newly acquired marketing and market analysis skills with the models offered by the different business environments presented during practical exercises; use the key concepts of the subject to analyse consumer choices (formulas, technological tools to launch surveys, positioning maps, the Fishbein model) (applying knowledge and understanding skills).
3. Draw conclusions, also using tools like the SWOT analysis or the research on primary and secondary data; make strategic decisions, after receiving a brief, using the models for the analysis of marketing policies; collect and organise useful information to launch new services (making judgements competences).
4. Develop their communication skills thanks to the presentation of a marketing plan (communication skills).
5. Make full use of the models and the tools they need to orient themselves in a marketing function, and pursue further studies in this field (learning skills).

***COURSE CONTENT***

The course will be structured as follows:

*Understanding marketing processes*:

Building a value relationship with the customer. Designing the strategy and relationship with the customer. Creating a competitive advantage.

Analysing consumers and markets:

Analysing the company's marketing environment. Marketing research. Analysing the B-to-C and B-to-B markets.

Designing and managing marketing:

Segmentation, targeting and positioning. Products, services and brands. Setting and managing the selling price. Retail and trade marketing. Communicating to the market. Mass communication. Online, social media and direct sales.

***READING LIST***

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

Additional material:

- Slides

- Further material made available on Blackboard during the course

***TEACHING METHOD***

Interactive lectures, analysis of case studies, individual and group activities.

***ASSESSMENT METHOD AND CRITERIA***

Written exam, consisting in closed-ended and open-ended questions, and practical exercises on the application of the marketing models and tools explained during the course. It will take place during the official exam sessions.

Alternatively, students will have the possibility to split the exam into two different tests: an interim test, consisting in a selection of questions and exercises based on the topics explained during the first part of the course; a final test, consisting in the presentation of a project work based on the topics explained during the second part of the course. Further information will be made available in class. The interim test will take place after the first half of the course (during the interim session established by the Academic Calendar), while the final test will be held during the official exam session after the end of the course. The final mark will result from the arithmetic average between the two tests.

***NOTES AND PREREQUISITES***

Only the students who have already passed and registered the Business Economics exam, will be allowed to access the Marketing one.

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.