# Marketing for culture, institutions and the territory (with module of web analytics and digital marketing)

## Prof. Loretta Battaglia; Prof. Roberto Paolo Nelli; Prof. Sara Sampietro

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

The course analyses and explores, in marketing terms, the territory as a complex system from the perspective of managing relations between players within the territory (institutions, organisations, companies) and the market. The aim is to equip students with the necessary skills for analysing relations between players and their environment/market from a marketing perspective and to plan decisions and action for development in a systemic manner. In particular, events take the form of economic and social systems involving a multitude of interlocutors and stakeholders capable of creating value for the players involved, as well as for the development of the territory itself. In this environment, conference and corporate events (MICE) will be analysed to explore the contribution they make to local economies both in financial terms as well as in terms of spreading knowledge, thus contributing to the creation of value for businesses and the community.

Furthermore, the course will include a module on digital marketing and its analytics, so as to offer students the opportunity to develop and evaluate the effectiveness of digital communication strategies related to events and businesses.

At the end of the course students:

1. will understand the fundamental concepts of the territory as a complex system and the relations between different players within the territory;
2. will understand the process of event management;
3. will be capable of defining event marketing strategies and subsequent policies to give value to players and stakeholders;
4. will be able to develop event proposals by applying the event planning process;
5. will be able to develop digital marketing strategies for communicating and promoting events;
6. will have developed analytical skills to assess and report on digital marketing strategies, applied to events.

***COURSE CONTENT***

Module A - (Prof. Loretta Battaglia) (15 hours)

– The territory as a complex system; territory players, organisations, companies, institutions, stakeholders;

* Events as a tool for creating value for territory players and stakeholders (planning process);

– The decision-making and marketing management stage: the product-service event, distribution, pricing, internal marketing, resource management (human, economic and financial).

Module B - (Prof. Roberto Paolo Nelli) (15 hours)

– The conference and corporate events sector (MICE) and its contribution to local economies in economic terms and in terms of spreading knowledge;

– event planning with strong experiential connotations with a view to increasing participant involvement and collaborative learning;

– focus on issues concerning the sustainability of events;

– the decision-making process regarding the purpose and location of events;

– international competition between territories to attract big events and conferences.

Module C - (Prof. Sara Sampietro) (20 hours)

Module C will be split into two topic areas, the first one focuses on understanding web analytics, the second on their application to the events sector.

*First topic area*:

* The concept of metrics: Why set objective KPIs in digital marketing? The how and why of using KPIs (introduction to the concepts of ROI and ROAS);
* Social media analytics: the organic world (mention, engagement, fan base), and the paid world (Facebook business manager, Linkedin insights);
* Web analytics (Similar web; Google Analytics).

*Second topic area:*

* Mapping the main digital and social marketing strategies applied to events;
* Activating opinion leaders and networks;
* Creating content marketing projects;
* Developing and reporting on digital marketing strategies;
* Analysing case histories and digital marketing applied to events: from the development stage to the analysis and reporting stage. The analysis of case histories will take place thanks to the collaboration with Istituto Eumetra.

***READING LIST***

Module A

E. Bonetti, R. Cercola, F. Izzo, B. Masiello, *Eventi e Strategie di Marketing Territoriale,* Franco Angeli, Milan, 2017. Chapters/Paragraphs: will be indicated during the course and posted on Blackboard.

Module B

P. Bensi - R.P. Nelli, *L’evoluzione della meeting industry in Italia. Lo sviluppo dal 2014 e le sfide all’innovazione nell’era della pandemia*, Vita & Pensiero, Milano 2023.

Module C

A. Boiardi - C. Maccarone, *Content marketing per eventi. Come promuoverli e raccontarli con sito, blog e social media,* Maggioli Editore, Rimini 2021. Chapters/Paragraphs: will be indicated during the course and posted on Blackboard.

additional reference material (books and/or handouts) and supplementary material (reading, handouts, company cases, support material) will be indicated at the start of the module and posted on Blackboard.

***TEACHING METHOD***

Frontal lectures in the classroom, discussion of cases, accounts from companies in the classroom.

Students will be given the option of developing, as a group. an experimental event project for a company or organisation visiting the class during Modules A and B. the project will contribute to examination assessment.

***ASSESSMENT METHOD AND CRITERIA***

The final examination mark will be equal to the weighted average of the results for modules “A+B” which accounts for 70% and of module “C” which accounts for 30%, and will be formalised on successful completion of all three modules (A and B and C).

The examinations on the three modules may be taken, at the students’ discretion, during the same session or in different ones. Candidates register for each examination session on the appropriate platform each time they attend the session for one or more modules.

The examination for Modules A+B is written and consists of two open-ended questions on each module. The mark obtained for Modules A+B (average) can be improved bt developing the experimental project, defined during the course, which carries a maximum of 3 marks out of 30/30.

In the event of a failed module, the examination must be repeated only for the failed module; the session cannot be skipped. Students have the right to request an oral integration to the examination for modules A and B only if they pass the written examination for the two modules (A and B); this integration allows students to obtain marks ranging between -2 and +2 marks out of 30/30.

The assessment criteria is based on the acquisition of basic course content, students’ ability to critically process and link course content. Furthermore, assessment will take into account the relevance of students’ answers; “irrelevant” answers will not be deemed acceptable, even if conceptually valid.

The examination for Module C consists of a written paper analysing digital marketing strategies activated by an event, chosen as a case history by students. The paper must be submitted at least one week before the chosen examination date and will be discussed orally during the examination. The assessment criteria will focus on the scientific quality of the analysis carried out, the proper use of analytical tools and models explained in the classroom and lastly, on the interpretative and critical skills displayed by students.

***NOTES AND PREREQUISITES***

Blackboard will provide didactic and operational support for the course, where students can find all the references and more detailed material. Students are advised to manage their own registration on Blackboard. Details for each Module can be found in special Folders.

Course attendance is strongly recommended, by means of active participation in lectures.

Students should have basic knowledge of marketing concepts and corporate communication.

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.