# Marketing Principles (with a Marketing Plan Module)

## Prof. Annalisa Tunisini; Prof. Alessia Anzivino

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

Over the last decade, companies have had to profoundly rethink their relations with the market and with the customer. The course offers an integrated and evolutionary vision of the company, now operating in increasingly varied and complex markets. The course is divided into two modules: one basic and one applied (Marketing Plan module). The basic module outlines the challenges facing the enterprise and the marketing manager in the current context of continued technological innovation, globalisation and the tertiarisation of the economy. This module offers the analytical tools for understanding and interpreting the economic and business phenomena at play and provides the tools for formulating strategic decisions and managing the market processes required to lead the company to a successful position.

The applied module (Marketing Plan) allows students to become more familiar with marketing-analysis and decision-making tools and to apply them when preparing a marketing plan.

By the end of the course, students will:

– have acquired the knowledge and competences necessary to understand and interpret the main changes in the markets;

– have developed familiarity with the main market strategic analysis tools;

– have learned and applied the main tools for supporting strategic marketing action.

– have learned how to structure and draw up a marketing plan.

***COURSE CONTENT***

BASIC MODULE *(Prof. Annalisa Tunisini)*

*Enterprises, environment and markets*

– The enterprise and the competitive environment: An evolutionary analysis.

– The variety of the enterprises, induced by exogenous and endogenous factors

*Business development and strategic analysis*

– Strategies, models and tools for market growth.

– Analysis to support strategic marketing decisions.

*Business strategies and marketing strategies*

– Corporate, business and crisis-management strategies.

– Innovation and social responsibility strategies.

– Means and processes implementing strategy

– Marketing management.

MARKETING PLAN MODULE *(Prof. Alessia Anzivino)*

*The marketing plan*

– The creation of a marketing plan

***READING LIST***

For the students that will attend both module 1 (prof. Tunisini) and the one focused on the marketing plan (prof. Anzivino) and carry out the project

1. Tunisini-Ferrucci- T. Pencarelli, Economia e management delleimprese – SECOND EDITION, Hoepli, 2020 (chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 15). <https://www.hoepli.it/libro/economia-e-management-delle-imprese-strategie-e-strumenti-per-la-competitivita-e-la-gestione-aziendale/9788820398804.html>. *During classes, the lecturer will guide students in the study of the most important sections of the texbook, the exercises, and the recap of some parts of the textbook that will be introduced through lectures, seminars, and exercises.*
2. (edited by) A. Anzivino, Teaching Notes sulla Redazione di un piano di marketing, teaching material available on blackboard.
3. The slides and any additional readings will be made available by the lecturer on blackboard.

For non-attending students

1. Tunisini-Ferrucci- T. Pencarelli, Economia e management delle imprese – SECOND EDITION, Hoepli, 2020 (chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 12, 15). <https://www>.hoepli.it/libro/economia-e-management-delle-imprese-strategie-e-strumenti-per-la-competitivita-e-la-gestione-aziendale/9788820398804.html
2. (edited by) P. Kotler - K. Keller - F. Ancarani – M. Costabile 2018 Marketing per manager. Modelli e casi di successo made in Italy, 2018 (chapters 7, 8, 9, 10, 11)

***TEACHING METHOD***

Interactive lectures, seminars and discussions of case studies; presentation of a marketing plan.

***ASSESSMENT METHOD AND CRITERIA***

The final assessment will be based on the weighted average of the two marks (out of 30) obtained by the student for the Basic module and the Marketing Plan module. In more detail, the mark for the Basic module is individual and accounts for 80% of the final mark, while the mark for the Marketing Plan module is per group and is worth 20%.

For attending students:

Students will be assessed on the Basic module by means of a written exam comprising open questions and focused questions. The open questions are designed to assess students’ ability to reflect at a complex level on the course topics and to apply the interpretative and managerial concepts and models to actual cases. The focused questions are designed to assess the level of preparation and assimilation of key concepts.

Students will be assessed on the Marketing Plan module through their drafting and discussion of a marketing plan. The mark achieved in this assessment is valid for the entire academic year.

*Lode* will be awarded at the lecturers' discretion.

For non-attending students:

the assessment of the basic module will consist of a written exam. It will be based on open-ended and specific questions. The former aim to assess the students’ ability to carry out complex reflections on the course content, and apply the concepts and the interpretation and management models to real-life cases. The latter aim to assess the level of detail of the study and the acquisition of the main concepts.

The assessment of the Marketing Plan module will consist of a written exam. It will be based on specific questions through which students will be assessed on their knowledge of the concepts.

Further guidance will be published on Blackboard and communicated in class at the beginning of the course.

***NOTES AND PREREQUISITES***

The course is mandatory for students who have not acquired at least 6 ECTS credits in the Marketing Management disciplines in their undergraduate or first level specialising master programme.

Further information on the recommended readings for the course, as well as the teaching material and the additional study material, will be made available by the lecturer during classes and on Blackboard.

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.