# Marketing management

## Gr. A-K: Prof. Antonella La Rocca, Prof. Federico Ciccone ; Gr. L-Z: Prof. Lala Hu, Prof. Alessandro Martello

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

The course will deal with the main marketing management processes, including strategic marketing management, consumer behavior, branding, new product management, and marketing plan development. It will combine theory and practice in class and through individual and group assignments. While providing the basics in the field for all students, the course will also provide scope for individual student investigation of topics of interest.

Specific objectives are:

* to be knowledgeable about the process of marketing management;
* to learn the tools and methods to analyze consumer behavior in marketing;
* to be able to apply the elements of the marketing mix to the B2C environment and B2B environment and develop marketing strategies relevant to businesses;
* to be able to develop critical thinking skills to solve real life entrepreneurship problems;
* to be familiar with marketing terminology;
* to be equipped with the knowledge basis and capacity to collect additional information that is needed to tackle more advanced marketing topics.

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

1. to understand the market orientation and implement its approach in a business context;
2. to identify and develop the phases of the marketing management process;
3. to carry out an analysis of the marketing environment to build a SWOT analysis aimed at making strategic decisions;
4. to know the characteristics of the main marketing research tools and adopt them for data collection (semi-structured interviews, focus groups, questionnaires);
5. to understand the process of segmentation, targeting, and positioning;
6. to develop and present a marketing plan;
7. to implement marketing strategies and tools also in the context of digital transformation.

***COURSE CONTENT***

* Marketing: Creating and Capturing Customer Value.
* Company and Marketing Strategy: Partnering to Build Customer Relationships.
* Analyzing the Marketing Environment.
* Managing Marketing Information to Gain Customer Insights.
* Understanding Consumer and Business Buyer Behavior.
* Customer-Driven Marketing Strategy: Creating Value for Target Customers.
* Product Services and Brands: Building Customer Value.
* Developing New Products and Managing the Product Life-Cycle.
* Pricing: Understanding and Capturing Customer Value.
* Marketing Channels: Delivering Customer Value.
* Retailing and Wholesaling.
* Communicating Customer Value: Advertising and Public Relations.
* Personal Selling and Sales Promotion.
* Direct, online, social media, and mobile marketing.
* Sustainable Marketing: Social Responsibility and Ethics.
* Marketing Plan.

***READING LIST[[1]](#footnote-1)***

G. Armstrong-P. Kotler, *Marketing. An Introduction,* Global Edition, 2019, 14th Edition (all chapters with the exclusion of chapter 15, Appendix 2: Marketing Plan). [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/armstrong-kotler/marketing-an-introduction-global-edition-9781292433103-718289.html)

Students are strongly encouraged to read the case studies described in the book for a better understanding of the concepts discussed in class.

Journal articles, case studies and other teaching materials will be provided and discussed by the instructors in class.

***TEACHING METHOD***

Interactive classes, analysis and discussion of case studies, guest lectures with practitioners, application of marketing concepts through the development of a research-based project.

***ASSESSMENT METHOD AND CRITERIA***

The assessment method is different between attending and non-attending students.

*For attending students the assessment methos is based on:*

– A midterm exam in written form, composed of 15 multiple-choice (15 points in total) and 3 open questions (17 points in total) on the first part of the course. It will account for 50% of the final grade and will be passed if the mark is equal or greater than 18. In case of failure, or in case the the student does not accept his/her mark, he/she has to take the comprehensive exam (cf. exam for not attending students). The mid-term exam will be scheduled during the week for mid-term exams.

– A final exam in written form, composed of 15 multiple-choice (15 points in total) and 3 open questions (17 points in total) on the second part of the course. It will account for 50% of the final grade and will be passed if the mark is equal or greater than 18. It can be taken only once either on the first exam date or the second exam date of the Spring session.

– A group work assignment on a research-based project to assess the capability of developing marketing strategies and marketing mix tools to real case studies. It will account for 0-2 marks to be added to the final grade. The points of the group work are valid until the exam sessions of September 2023 included. Bonus points are added to the points obtained at the final exam, but they have no impact/influence on the attribution of the “*laude*”. The *laude* is assigned at the only discretion of the professors.

*For non-attending students the assessment method is based on:*

A comprehensive exam in written form, composed of 15 multiple choices (15 points in total) and 5 open questions (17 points in total) that cover the entire course content. It can be taken in all official exam sessions.

***NOTES AND PREREQUISITES***

Attendance is strongly recommended.

Office hours’ meetings and further information can be found on the lecturers' webpage at *https://docenti.unicatt.it/ppd2/en/#/home* and on the course Blackboard platform.

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)