# Marketing

## Prof. Stefania Boleso

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

Course aims

The course will introduce students the discipline of marketing, highlighting its central role in the relationship between a company and the market and within the organization itself, being a connector among the departments.

The different stages of a marketing process will be explored, explaining also how each one linked to the others and why all of them are indispensable to reach the overall business objectives. Students will learn how a company can have a strategic approach to the market, and consequently achieve their goals, through the optimization of the process.

Learning outcomes

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

– Understand why marketing means creating value for the market and use the correct terminology

– Know the different stages of a marketing process and manage each phase in the best possible way to maximize the outcome

– Understand the value of analysis and identify the main factors that can have an impact on the overall strategy

– Understand what market segmentation is, how to do it and the criteria behind the selection of a specific target segment

– Understand how to create a distinctive positioning

– Understand the central role of a brand for a company and become familiar with concepts such as brand identity, brand promise, brand image and brand equity

– Become familiar with the different elements of the marketing mix (4Ps: product, price, place and promotion)

– Establish objectives and measure results

***COURSE CONTENT***

- Definitions of marketing and key components of the discipline

- The different stages of a marketing process:

\* Analysis

\* Strategy

\* Tactics

- The analysis phase:

\* Macro, micro and internal environment

\* Understanding customers and their behaviour

\* Segmentation criteria

\* SWOT analysis

- The strategy phase:

\* Targeting

\* Positioning and value proposition

\* Brand principles

\* Setting objectives

- The tactics phase:

\* Product and its lifecycle

\* Price and pricing policies

\* Distribution

\* Communication

- Monitoring and control

- New trends:

\* Personalization

\* Crowdsourcing

\* Disintermediation

\* Technological development, AI, NFT and metaverse

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

- Principles of Marketing – Philip Kotler, Gary Armstrong – Pearson 2020

- Materials of the lessons, together with extra reading materials (pdf documents and links to third party articles) will be shared by the professor through Blackboard platform

***TEACHING METHOD***

The course will be based on critical interactive lessons and discussions, with the help of examples and case studies. In addition, there will be some guest lectures from food & fashion industries.

***ASSESSMENT METHOD AND CRITERIA***

*Attending students will be evaluated on a group project work and a written test.*

*Project work:*

The project work in collaboration with a food/luxury company will be presented to the students during one of the first lessons and the students will need to present the result of their work at the end of the course in front of the company management team; the overall assessment will consider compliance with the brief, use of acquired skills, consistency among the different parts of the project, its feasibility and level of innovation.

The project work will contribute 40% to the final grade and there will be two separate evaluations: an overall grade for the project (same for the whole group) and an individual grade based on the presentation in class (30%+10%)

*Written test:*

Together with the project work, there will be a written test, consisting of 2 open-ended questions relevant to the theoretical and conceptual foundations faced in the course, based on the materials uploaded on the Blackboard platform.

In evaluating the written test, the focus will be on the relevance of the answers, appropriate use of specific terminology, consistent structuring of the speech and ability to identify links among the different topics.

The written test will contribute 60% to the final grade.

To pass the exam, both the grades of the project work and of the written test must be above 18/30.

*Non-attending students will be evaluated on a written test*

The test will consist of 4 open questions, based on the textbook indicated in the bibliography section and on the course materials uploaded on the Blackboard platform.

In evaluating the test, the focus will be on the relevance of the answers, appropriate use of specific terminology, consistent structuring of the speech and ability to identify links among the different topics.

***NOTES AND PREREQUISITES***

The course does not require special prerequisites, beside interest and intellectual curiosity for the subject.

*Office hours:*

to be agreed in advance by email, writing to [stefania.boleso@unicatt.it](mailto:stefania.boleso@unicatt.it)

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