# Marketing

## Professor Daniele Fornari

The Marketing course aims to provide students with theoretical and practical skills to understand the various dimensions of marketing policies within firms. The course is divided into two modules. The first module is based on strategic content and focuses attention on evolution processes of market configuration, competitive company positioning, target markets, consumer behaviour and sales channels. The second module is based on operational content and will deal in depth with management methods of different marketing mix levers (product, price, place, promotion).

**1st Module – STRATEGIC MARKETING**

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

***Course aims***

The aim of the first module is to enable students to acquire necessary skills to understand strategic decisions on which marketing policies are based. The module considers defining aspect, goals, functions and evolution of various marketing orientations. In particular it analyses the impact which macro-environmental contexts tend to have on marketing policies within firms, on dynamics of competitive positioning in different industries and on the profile of consumer and shopping behaviour of products/brands. Within the module particular emphasis is placed on branding strategies, with reference to the teachings from case histories of successful brands.

***Learning Outcomes***

At the end of the course the student will be able to:

* Complete and dynamic vision of marketing concept.
* Acquisition of analysis method for consumer behaviour understanding.
* Development of analysis capabilities to deepen awareness of competitive positioning.
* Acquisition of competences in defining strategic marketing plans.
* Comprehension of brand development processes.
* Evaluation of marketing organizational structures.

***COURSE CONTENT (1° part)***

* Conceptual dimensions of marketing.
* The contribution of marketing in company economics.
* The marketing management orientations.
* Applicable fields for marketing.
* Sustainable marketing.
* Organization of marketing function.
* Marketing plan.
* The macro-environment of marketing.
* Market research and marketing information system.
* Consumer/shopping behaviour analysis.
* Evolution of competitive positioning.
* Segmentation criteria of consumer purchasing habits.
* The Brand Loyalty / Store Loyalty dilemma.
* The structure of distribution channels.
* The distinctive brand values.
* Differentiation strategies within brands.
* International marketing dimensions.

***READING LIST***

P.Kotler-K.Keller-F.Ancarani-M.Costabile*,* *Marketing Management*, Pearson Italia, 14a Ed., 2012 (capitoli 1, 2, 3, 8, 9, 11 ).

***TEACHING METHOD (1° part)***

Traditional lectures will be complemented with a series of workshops (both individual and group) which foresee active and interactive student participation. Besides, managerial and entrepreneurial lectures will be developed in which important and significant firms' experiences will be presented by means of specific company case histories. Those students who are interested will have the chance to volunteer to participate in projecting and realizing a final Convention of the course in which they will be able to present the results of specific marketing research performed by the student themselves to entrepreneurs and institutions.

***ASSESSMENT METHOD AND CRITERIA***

The final exam is written both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam program between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, business games, managerial evidence and marketing case histories. For attending students the written exam is based on 3 different questions regarding lectures contents, business games, managerial evidence and a selection of chapters chosen from the book indicated in the bibliography. These chapters will be communicated by the lecturer directly to the class at the beginning of the course. The final written exam will take 45 minutes at a whole. In particular students will have 15 minutes to answer each question. Questions will be open and based on own elaboration skills in order to evaluate students’ learning capability of theoretical contents. The final score will be graduated within a 0-30 scale and each question will count 10 points. For non-attending students the final written exam is based on 3 different questions regarding exclusively the chapters of the book indicated in the bibliography. The exam will take 45 minutes at a whole; students will have 15 minutes to answer each question. The final score will be graduated within a 0-30 scale and each question will count 10 points.

**2nd Module – OPERATIONAL MARKETING**

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

***Course aims***

The second module aims to deepen awareness of the operational dimensions of marketing focusing attention on management system of marketing mix levers. In this perspective the aim is to verify how strategic decisions are transformed into concrete actions by means of the management of various policies, namely product, pricing, communication, sales, promotion, merchandising, packaging, negotiation with commercial clientele, category management. In the sphere of the module, students will be provided with methodology to build company plans for product/customer/channel on one hand, and on the other with methodology to spread marketing investments among various alternatives. To make the proposed approach even more concrete, the analysis will be accompanied by discussion of particularly significant company case histories belonging to various industries.

***Learning outcomes***

At the end of the course the student will be able to:

* Knowledge of marketing budget formation processes.
* Acquisition of methodology for defining operational marketing plans.
* Development of operational capabilities to manage marketing mix levers.
* Comprehension of different dimensions of commercial policies.
* Analysis of company best practices.

***COURSE CONTENT***

* Product policy.
* New product development.
* Product life cycle.
* Pricing policy.
* Penetration and skimming strategies.
* Value for money orientations.
* Communication policies.
* The evolution of communication media.
* Planning of communication investment mix.
* Distribution channels policy.
* Shopper marketing activities.
* Category management.
* Experiential marketing in stores.
* Negotiation between manufacturing and retailing.
* Promotional policies.
* Commercial plans.

***READING LIST***

P.Kotler-K.Keller-F.Ancarani, M.Costabile*,* *Marketing Management*, Pearson Italia, 14a Ed., 2012 (capitoli 12, 14, 15, 17, 18).

***TEACHING METHOD (2° part)***

Traditional lectures will be complemented with a series of workshops (both individual and group) which foresee active and interactive student participation. Besides, managerial and entrepreneurial lectures will be developed in which important and significant firms' experiences will be presented by means of specific company case histories. Those students who are interested will have the chance to volunteer to participate in projecting and realizing a final Convention of the course in which they will be able to present the results of specific marketing research performed by the student themselves to entrepreneurs and institutions.

***ASSESSMENT METHOD AND CRITERIA***

The final exam is written both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam programme between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, business games, managerial evidence and marketing case histories. For attending students the written exam is based on 3 different questions regarding lectures contents, business games, managerial evidence and a selection of chapters chosen from the book indicated in the bibliography. These chapters will be communicated by the lecturer directly to the class at the beginning of the course. The final written exam will take 45 minutes at a whole. In particular students will have 15 minutes to answer each question. Questions will be open and based on own elaboration skills in order to evaluate students’ learning capability of theoretical contents. The final score will be graduated within a 0-30 scale and each question will count 10 points. For non-attending students the final written exam is based on 3 different questions regarding exclusively the chapters of the book indicated in the bibliography. The exam will take 45 minutes at a whole; students will have 15 minutes to answer each question. The final score will be graduated within a 0-30 scale and each question will count 10 points.

***NOTES AND PREREQUISITES***

No basic request for students

***OFFICE HOURS FOR STUDENTS***

Updated timetables on office hours are permanently available on the professor’s personal page at <http://docenti.unicatt.it/>.

Students’ may meet the course professor in his office at the Economia & Low Faculty