**Intercultural Marketing**

Professors Barbara Barabaschi-Francesca Negri

The course is made up of 2 distinct, although related, modules.

**Module I – International marketing & customer experience management**

Professor Francesca Negri

***COURSE AIMS AND LEARNING OUTOCOMES***

This Module aims to describe the Marketing definitions and boundaries, trying to analyze the evolution of trading relationships between manufacturers and retailers. After a deep analysis of context’ major trend and discontinuities, the course attention will be focused on the customer experience management and the new development trends of digital channels.

The course aims to provide students with the basic knowledge and tools to understand the main phenomena on the Marketing and Retail scenario and to develop their own critical views on these facts. In particular, they will:

- Take a look at the most important scenario challenges

- Discover traditional and new paradigms in Marketing Theory, like Customer Experience Management

- Understand the main issues in managing channel relationship (strategic approach)

- Gain confidence with operational tools

- Verify the connection between theoretical models and manufacturers/retailer management practices trough which national and international case histories, particularly within the Modern Grocery Distribution (MGD) sector.

**Knowledge and understanding.** By the end of the course students will have acquired in-depth knowledge and understanding regarding Marketing and Retail decisions. These outcomes in terms of knowledge and understanding will be achieved through the combined use of lectures and monographic seminars, also held by business operators (manager).

**Applying knowledge and understanding.** The ability to apply knowledge will take place through the in-depth study of specific case studies and current events, as well as in class discussions and group work.

**Making judgments**. Through course attendance and self-study students will be able to develop their capability of making judgments independently reaching the ability to take both strategic and executive decisions, even in uncertain conditions. In particular, at the end of the course, the students will develop full judgment autonomy, especially in assessing the strengths and weaknesses of the company’s strategic choices with reference to the world of customer experience management and digital channels, and the related operational implications.

**Communication skills.** During the course highly specialized/technical language will be adopted in order to stimulate students to improve their communication skills with a view to allowing the predisposition of analytical reports. Moreover, the student will improve his/her written communication skills through the reports/final exam and the oral communication skills through the public presentations/in class discussion. Furthermore, participation in group work will enable them to prepare and present group work to a professional and international audience, respecting formal constraints and deadlines.

**Learning skills.** Learning skills of the students will be stimulated by means of the request to enlarge, update and independently/continually deepen knowledge acquired in class and in individual study, especially with regard to constantly changing issues, such as marketing and distribution, remarkably if related to the international competitive dimension.

***COURSE CONTENTS***

1. Marketing outline: Consumer Marketing, Retail Marketing and Trade Marketing
2. The Customer Journey: the role of Digital evolution
3. Customer Experience Management
4. International future trends and evolution

***READING LIST***

For *attending students*, a specific readings list will be designed for.

For *non-attending and exchange students*, a specific references/readings list will be designed for.

The lecturer will communicate the detailed reading list and other directly to the class at the beginning of the course: all these indications will be available also on Blackboard platform.

Please, email the Teacher to receive more detailed information about the program.

***TEACHING METHODS***

Traditional lectures will be integrated with managerial seminars, collective discussions and assignments (individual and/or in team developed), with the aim to develop problem-solving attitude, acquire critic approach and team-work attitude.

Attendance at lectures is not compulsory, but recommended.

***ASSESSMENT METHOD AND CRITERIA***

Students will be assessed on their knowledge of the content and on their ability to interpret the present outcomes of channel management in a critical way.

The final exam is written (with 3 open-ended questions) both for attending and non-attending students, even if it is differentiated in contents. Questions will be open and based on own elaboration skills in order to evaluate students’ learning. 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, managerial seminars, case histories, class discussion and team project works.

Communication skills using appropriate language will be tested through evaluation of suitability of vocabulary and form of expression used during the final exam. The written text will aim students to develop the ability to synthesize information and to organize a proposition.

For *attending* students, the written exam is based on 3 different questions regarding lectures contents, class discussions, managerial evidence and a selection of readings. The final written exam will take 45 minutes at a whole. In particular, time available for the first two question will be 15 minutes, while for the last one will be 10 minutes. The remaining 5 minutes will be used by the candidate to review the exam in its entirety. 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 out of thirty, and distributed as follows: 12 points for the first answer (of reasoning), 12 for the second (open answer), 6 for the last (aimed at verifying the accuracy of knowledge). All class activities will contribute to defining the final mark for attending students. For *non-attending* students the final written exam is based on 3 different questions regarding exclusively the specific readings selection indicated in the bibliography, designed ad hoc for non-attending. Also in this case, the exam will take 45 minutes at a whole: the time available for the first two question will be 15 minutes, while for the last one will be 10 minutes. The remaining 5 minutes will be used by the candidate to review the exam in its entirety. The final score will be out of thirty, and distributed as follows: 12 points for the first answer (of reasoning), 12 for the second (open answer), 6 for the last (aimed at verifying the accuracy of knowledge).

Each grade is based on the accuracy of the student’s responses, the ability to create connections and the personal contribution in analyzing marketing and management topics.

***PREREQUISITES***

None. Interest and intellectual curiosity are welcome to fuel the conversation and contamination during the course.

***NOTES***

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.

It is always possible to request an appointment via email (in presence or online).

**Module II – Sociology of consumer behavior**

Professor Barbara Barabaschi

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

The course will tackle the basic concepts and theories of the Sociology of consumption, as well as their application to the analysis of consumer behaviors in contemporary societies. The course aims also to discuss new trends in consumer behaviour, such as those linked to the “prosumer” paradigm and the sharing economy. Consumer behaviour will be studied by integrating sociological perspective with that of other disciplines such as economics, psychology, anthropology and communication studies.

At the end of the course students will be able

* to interpret the complexity of consumer behaviour from a sociological perspective;
* to analyse the role and impact of individual, social and economic factors on consumer behavior and to select the most critical ones for firm decisions;
* to reflect in a critical way on the relation between producer and consumer and on the new forms of consumption.

*Knowledge and understanding***.** By the end of the course students will have acquired in-depth knowledge and understanding regarding Consumer behavior, thanks to lectures and in-depth study.

*Applying knowledge and understanding***.** The ability to traduce theoretical knowledge into practice will be developed through the collective discussion of specific case studies and seminars held by managers.

*Making judgments*. Through course attendance and self-study students will be able to develop their capability of making judgments independently, especially in assessing a firm’s strategic choices with reference to the world of customer behavior management and the related marketing operational implications.

*Communication skills*. During the course students will improve their written communication skills through the report and final exam while the oral communication skills through the public presentations and in class discussion.

*Learning skills*. Learning process will take advantage from the participation in group work that will enable students to prepare and present group work to a professional audience, respecting formal constraints and deadlines as well as sharing decisions with classmates about strategic topics related to the complex and continuously changing consumer behavior.

***COURSE CONTENT***

– Sociological theories of consumption.

– Individual, socio-economic and cross-cultural factors influencing consumer behavior.

– Lifestyles and social networks role in digital consumption.

– Critical consumption and consumerism.

– Social research methods to study consumers profiles.

– Evolution in producer and consumer behavior: co-creation and co-production.

***READING LIST***

*Attending students:*

Materials provided during the lessons and available on Blackboard platform.

Arcidiacono D., Loconto A., Maestripieri L., Podda A., *Pro-sumers on the move: overcoming the line between labour and consumption*, Sociologia del lavoro, 152, 2018

*Non attending students*

Hoyer W.D., D.J. Maclnnis, R. Pieters, *Consumer Behavior*, South-Western, 2013

Arcidiacono D., Loconto A., Maestripieri L., Podda A., *Pro-sumers on the move: overcoming the line between labour and consumption*, Sociologia del lavoro, 152, 2018

Detailed information on chapters to study and slides will be provided during the lessons and on Blackboard platform.

***TEACHING METHOD***

Traditional lectures, collective discussion of case studies, seminars with experts and firms representatives, project work. During the course, students will have the opportunity to work in groups and present and discuss the results of their project works with classmates and the teacher. Seminars require students an active participation, in order to contribute to the discussion with experts.

***ASSESSMENT METHOD AND CRITERIA***

For **attending students**, the final exam consists of a written test based on open-ended questions, aiming to evaluate theoretical knowledge (60% of the grade) and on two project works prepared and discussed in the last lessons of the course, aiming to evaluate student critical sense along with the correct use of sociological concepts and the ability to present the results of his own work to others (40% of the grade).

For **non attending students**, the final exam consists of a written test based on open-ended questions, aiming to evaluate theoretical knowledge (60% of the grade) and on case studies to analyze and discuss in order to evaluate student critical sense along with the correct use of sociological concepts (40% of the grade).

***PREREQUISITES***

No specific knowledge is required. Interest and intellectual curiosity are welcome to actively participate to the discussion during the classes. However, some basic knowledge on economic sociology will be useful to integrate the first part of the course.

***NOTES***

Information on office hours available on the teacher's personal page at <http://docenti.unicatt.it/>.

It is always possible to request an appointment via email (in presence or online).