**Marketing**

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

The main objective of this course is to provide students with the basic elements of marketing. To this end, the significance and role that marketing has gradually acquired in the management of a company's activities will be explored in depth. The course aims to analyse the marketing management process as an integrative moment between the analytical dimension, the strategic dimension and the operational dimension of the business-market relationship.

At the end of the course, students will have developed the following skills:

1. Knowledge and understanding of a market's orientation, ability to identify and develop the phases of the marketing management process; ability to develop a market analysis; ability to develop market research (semi-structured interviews, focus groups, questionnaire); ability to analyse the competitive positions of companies in markets (potential demand, market share), and ability to analyse consumer purchasing behaviour (*knowledge and understanding* *skills*);
2. Use of their knowledge and understanding of the marketing environment and market analysis, implementing the knowledge and models proposed in different business contexts proposed as an exercise; applying the conceptual models and proposed formulas, in order to understand the choices of consumers when faced with different alternatives (use of the proposed formulas; use of technological tools to collect questionnaires; use of positioning maps, application of the Fishbein Index) (*applying knowledge and understanding skills*);
3. Ability to draw conclusions using also summarising tools, such as SWOT analysis or data stories through research on secondary or primary data; ability to make strategic decisions through the use of marketing policy analysis models, based on a given brief; collect and organise information aimed at launching new products, new solutions or reaching new market segments (*autonomous judging skills*);
4. Ability to develop and present a marketing plan;
5. Ability to implement marketing strategies and policies, also in light of the current trends such as digitisation and sustainability (*applying knowledge and understanding* *skills*).

***COURSE CONTENT***

The course is divided into the following fundamental parts:

*Marketing in the economy and in business management*.

The marketing process and business processes. The key role of information and marketing research. Analysis of competitive dynamics

*Qualitative and quantitative analysis of demand.*

Potential market, relative market share. Retail market share. Estimating future demand.

*Marketing strategies*

The process of segmenting, targeting and positioning the offer.

*Marketing policies*

Product policies. Brand management from the brand equity perspective. From price to customer value. Distribution choices. Sales network management. Logics and communication tools supporting the business-market relationship.

*Digital Marketing*

Digital strategies in the B2C market

*Planning and control of marketing activities*

Marketing plan. Marketing metrics.

***READING LIST***

R. Fiocca-R. Sebastiani, *Politiche di Marketing e Valori d’Impresa,* McGraw-Hill, Milan, 2014 (all chapters).

Supplementary materials:

- Course slides;

- Other materials uploaded to the Blackboard platform during the course;

*Recommended reading:*

- R. Fiocca (ed.), *Dialoghi di Marketing,* Franco Angeli, Milano, 2015 (all chapters).

***TEACHING METHOD***

Interactive lectures, business case analyses, company testimonials, individual and group activities, e-learning.

***ASSESSMENT METHOD AND CRITERIA***

A written exam consisting of an articulated series of closed questions, open-ended questions, exercises and practical applications of the models and marketing tools covered in the reading list materials.

Specifically, the whole exam consists of 20 multiple-choice questions of 1 mark each and 4 open-ended questions/exercises for a total of 12 marks. The test must be taken on the dates scheduled for the exam sessions.

Alternatively, the exam can be divided into an interim test (50% of the final mark) and a completion test (50% of the final mark).

The interim test will consist of 15 multiple-choice questions of 1 mark each and 3 open-ended questions/exercises for a total of 17 marks, and it will be held during the week when classes are suspended. If students pass the interim test (with greater than or equal to 18/30), they will be able to take the completion test. This second completion test will also consist of 15 multiple-choice questions of 1 mark each and 3 open-ended questions/exercises for a total of 17 marks. It will be possible to take the completion test only once in the first or third exam period of the winter session. Should a student fail or refuse his/her mark for the completion test, they will have to take the entire exam.

The written exam ascertains students' knowledge of the marketing management process, the analysis of the marketing environment, and the definition of marketing strategies and policies. The exam is also aimed at verifying students' ability to use strategic marketing tools.

The assessment of the exam will take into consideration students' knowledge of the proposed topics and ability to apply this knowledge using exercises and cases, as well as their ability to reason on the basis of proposed examples.

Students will also be able to develop a group Project Work, for which a bonus from 0 to 2 marks may be awarded to supplement the overall mark obtained in the written exam. The details of this project and its timing will be communicated in class. The bonus marks will be valid up to and including September 2022.

The attribution of honours is at the lecturers' discretion.

***NOTES AND PREREQUISITES***

All students are reminded that it is compulsory to have taken and passed the Business Administration exam before taking the Marketing exam.

In case the current Covid-19 health emergency does not allow frontal teaching, remote teaching will be carried out following procedures that will be promptly notified to students.

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.