## **Marketing innovation and metrics**

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

Today, more than ever, the marketeer is needed to be the leader of the processes of change.

The course aims to provide students with the key competences and tools to understand the central role of marketing, to develop a marketing strategy and present it effectively.

The course is divided into two modules.

In the first one, BACK TO BASICS, students will acquire the necessary tools to be used in the second module to develop their idea/product/service.

The first module will present the following topics:

* + Principles of Marketing
  + Definition of insights
  + From insight to Positioning
  + From positioning to Purpose.
  + Marketing Plan imperatives:
    - Set your goals and objectives
    - Outline your marketing strategies
    - Set your marketing budget
    - Keep your marketing plan up-to-date
  + Analysis of business cases

In the second module - GROW YOUR OWN IDEA & ROCK YOUR PITCH- students, after acquiring the necessary competences in the first module, will work in teams and develop the marketing plan of their idea/product/service and will have the tools to present it effectively.

The main topics are:

* Development of the idea/ concept
* Designing the marking plan
* The perfect pitch
* Gym Pitch
* Pitch Feedback session

***COURSE CONTENT***

The course includes:

1. Seven lectures.

Through a combination of interactive lectures, discussion of case studies, CEO and managers’ speeches, the students will explore the latest concepts and tools of marketing at the strategic and operational level.

2. 15-minute video- talks (pills) with CEO and manager speakers.

3. Group work and webinar based on exercises.

4. Live feedback

***READING LIST***

Textbook to be decided.

Further material and recommended readings will be made available on Blackboard.

***TEACHING METHOD***

Blended course, based on frontal (50%) and remote (50%) teaching activities.

The lectures in class will be integrated by meetings with experts/ companies on studied topics.

During remote learning, students will watch video-lectures, in-depth study material and they will take self-assessment test and suggested activities.

The remote-learning mode will include the use of video-lectures (asynchronous) and an intense investigation of case studies – to be discussed during webinars and live feedbacks (synchronous). The course syllabus will be made available on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

A. *Ongoing* *assessment*

For students who opt for the ongoing assessment: 50% of the final mark will result from a group assignment, taking place during the course according to methods, contents and timing that will be published in the Blackboard area reserved for students enrolled in the course; 50% of the final mark will result from a group pitch. Only the students passing the interim tests will be allowed to take the final exam. In order to pass the final exam – to be taken in one of the three official dates after the end of the course – students will have to obtain a passing mark in the final exam.

B. *Final summative assessment*

For students who opt for a final summative assessment: the final exam will consist of a written test on the content of the reference material and it is aimed at assessing the students’ acquisition of knowledge and skills.

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course. Although a basic knowledge of Marketing concepts is required, a learning activity on the ‘Fundamentals of Marketing’ is planned during the introductory session.

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.