# Advanced Marketing

## Prof. Renato Fiocca; Prof. Lala Hu

***Text under revision. Not yet approved by academic staff***

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

The course presents the topics of strategic marketing, with particular attention to market relations and the international context. The course specifically deals with the formulation of marketing strategies in reference to the relationships between business and the market. In particular the processes of creating, distributing, communicating, measuring and acquiring value are investigated. The topics covered in the course include the identification of sources and the development of competitive advantage by companies, the placement of a company within a relational network, the evolution of cooperative competitive behaviour, the development of brand management policies including from a relational perspective, and the international marketing process and strategies.

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

1. understand the potential of a market orientation and be able to implement this approach in a dynamic competitive context;
2. know the components of a company business analysis from the dual *outside-inside* and *inside-outside* perspective;
3. assess the importance of intangible resources, dynamic capabilities and distinctive business skills in the formulation of marketing strategies;
4. evaluate the components of relationships and of the evolution from a transactional to a relational marketing approach;
5. define marketing strategies and policies, including in light of the impact of *digital transformation*;
6. know the phases of the international marketing process;
7. define international marketing strategies and policies, even in distant markets such as China.

***COURSE CONTENT***

The course is divided into the following fundamental parts:

*- Strategic marketing in economics and in business management.*

The evolution of strategic marketing. The *outside-inside* and *inside-outside* perspective used in analysing the relationship between business and company characteristics. Sector knowledge and analysis of competitive dynamics

*- Tangible and intangible resources*

Tangible and intangible resources. Trust and knowledge resources. The need for a dynamic balance between tangible and intangible resources. Brand management and brand equity

*- Dynamism of resources and distinctive skills*

The so-called *dynamic capabilities.*  Standard, enabling and distinctive skills

*- The management of market relations*

The role of relationships as intangible meta-resources. From transactional marketing to relational marketing. The network perspective in the formulation of marketing strategies. *Customer lifetime value* and the *customer value proposition*

*- Digital Strategic Marketing*

Marketing strategies in *digital transformation* and the balance between offline and online strategies.

*- The international marketing process*

Phases of the international marketing process, strategies and entry methods

*- International marketing policies*

Marketing mix factors applied to international markets

*- The Chinese market*

Characteristics of the Chinese market and the application of international marketing concepts to this context

***READING LIST***

R. Fiocca, *Impresa e Valore,* Franco Angeli, 2017 (with the exception of chapters 5, 8, 15, 17 and 18).

L. Hu, Internationali Digital Marketing in China. Regional Characteristics and Global Challenges, Palgrave Macmillan, 2020 (chapters 1, 2, 4) (*the book is freely downloadable entering the electronic resources of University*).

Additional teaching materials (lecture slides, case histories, papers) will be made available on the Blackboard platform.

***TEACHING METHOD***

Lectures alternating with practical case analyses.

***ASSESSMENT METHOD AND CRITERIA***

The exam focuses on the reading list indicated, as well as the materials that will be uploaded on Blackboard.

*For students attending lectures*

The final evaluation is given by the weighted average of the two marks (in 30/30) taken by the student in the following parts:

– written test composed of two open-ended questions and marked out of thirty, to be carried out only once during the week of “exemptions” or in an exam of the summer session. The mark received for the written test contributes 50% towards the final mark.

* a project work to be carried out in groups on a case study. The requested output, marked out of thirty, is a written report and an oral presentation. The mark received for the project contributes 50% towards the final mark.

Honors will be awarded at the discretion of the teachers.

*For students not attending lectures*

A final written exam on the entire course syllabus, composed of four open-ended questions and marked out of thirty. The test can be carried out in all the official exam sessions.

Honors will be awarded at the discretion of the teachers.

***NOTES AND PREREQUISITES***

Students must possess a basic knowledge of marketing concepts.

The teaching material produced during the course and any material useful for the preparation of the exam will be made available online.

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