**Marketing**

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### **Text under revision, not yet approved by academic staff**

***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:

Understand marketing processes:

Building a value relationship with the customer. Designing the strategy and relationship with the customer. Creating a competitive advantage.

Analyse consumers and markets:

Analysing the company's marketing environment. Marketing research. Analysing the B-to-C and B-to-B markets.

Design and manage marketing:

Segmentation, targeting and positioning. Products, services and brands. Setting and managing the selling price. Retail and trade marketing. Communicating to the market. Mass communication. Online, social media and direct sales.

***READING LIST***

P. Kotler-G. Armstrong-F. Ancarani-M. Costabile, *Principi di Marketing*, 17th edition, Pearson, Milano, 2019.

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.

***TEACHING METHOD***

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

***ASSESSMENT METHOD AND CRITERIA***

The written exam consists of a series of closed questions, open questions, exercises and practical applications of the models and marketing tools relating to the contents of the Reading List materials.

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 ascertaining 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.

*For attending students*:

The examination may be divided into an interim test (50% of the final mark) and a completion test (50% del voto final mark).

The interim test consists of 8 multiple choice questions worth 1 mark each and 3 open-ended questions/exercises worth a maximum of 24 marks (32 marks in total) and it will take place during the week when lectures are suspended. If students pass the interim test (at least 18/30), then they may sit the completion test. This second test also consists of 8 multiple choice questions worth 1 mark each and 3 open-ended questions/exercises worth a maximum of 24 marks (32 marks in total). Students may sit the completion test only once during the first or third exam date during the summer examination session. In the event of an insufficient or rejected mark for the completion test, students must sit the whole examination.

Students may also develop Project Work in groups, for which a bonus of 0 to 2 marks may be awarded to supplement the overall mark obtained in the written test. Details of the Project Work and its timing will be given during lectures. Bonus marks will be valid until January 2025.

*For non-attending students:*

The examination, in total, consists of 12 multiple choice questions worth 1 mark each and 5 open-ended questions/exercises worth a maximum of 20 marks (32 marks in total). Students must sit the examination on the dates scheduled during the examination session.

Further information will be posted on Blackboard and provided during lectures at the beginning of the course.

***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.

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.