

MARKETING MANAGEMENT

6 CFU

(Prof. Domenico Morrone)

LINGUA INSEGNAMENTO: english

PREREQUISITI / PREREQUISITES

The course is based on a good understanding of the contents of Management.

OBIETTIVI FORMATIVI / LEARNING OBJECTIVES

The course aims to transfer the principles of marketing and the diagnostic and operational tools for a conscious management of the social exchange process between company and market. The course reflects the marketing management process carried out within business activity.

RISULTATI DELL'APPRENDIMENTO ATTESI / LEARNING OUTCOMES

Knowledge and comprehension ability

The student who will complete the course, will have learned the skills to analyze, design and plan a marketing plan. In particular, he will be able to assess the marketing environment, to evaluate the demand and to propose structured solutions for a correct setting of the marketing mix. Ultimately, he will have the opportunity to deal with the strategic and operational aspects of the matter.

Judgment autonomy

The course will provide students the tools to detect the fundamental elements of a correct marketing action. In particular, they will be able to evaluate its strengths and its concrete application, including the dynamics of the organization under examination and the sector it belongs to.

Communication skills

Referring to the knowledge acquired during the course, the students will be able to apply the related methodologies to the contexts that will be evaluated. They will be able to independently analyze business cases and prepare detailed reports, adopting a vision that ranges from short to medium-long term.

PROGRAMMA/COURSE SYLLABUS

The first part of the course is focused on the diagnostic dimension of marketing. In this section, the course provides a guide to the key strategic decisions that are positioned under the responsibility of marketing: the choice of target markets in which to operate and the positioning of the offer. To take these strategic choices it is essential to understand the consumer, his motivations, his behaviour. The comprehension of the consumer will accompany the course, as well as marketing decisions accompany the enterprise. The second part is addressed to the operational dimension of marketing. In this section, marketing is the translation on the operative level of the main strategical decisions (Product, Price, Communication, Distribution).

MODALITÀ DI INSEGNAMENTO/COURSE STRUCTURE

The subject, for a total of 6 CFU, will be organized through lessons of 3 hours, following the academic calendar.

The lessons, that will expose and investigate marketing methods and tools, will be enriched with the analysis/discussion of real case studies and the comparison of group works, in order to obtain an active involvement by the students.

MODALITÀ DI VERIFICA DELL'APPRENDIMENTO/COURSE GRADE DETERMINATION

The exam will be written.

The attending students (almost the 70% of the lessons) will have the possibility to take an intermediate written test related to the contents of the first part of the course. Then they will complete the exam with a team work. The final evaluation will be calculated through the average of the two evaluations, where the first intermediate test will weigh for the 40% and the team work for the remaining 60%.

ATTIVITÀ DI SUPPORTO/OPTIONAL ACTIVITIES

TESTI CONSIGLIATI E BIBLIOGRAFIA/READING MATERIALS

Kotler, P., & Armstrong, G. (last edition). Principles of marketing. Pearson education.