



<b>Name</b>	MARKETING MANAGEMENT
<b>Course unit</b>	
<b>Academic discipline</b>	SECS-P/08
<b>Academic year and semester</b>	2nd year, 2nd semester
<b>Teaching language</b>	English
<b>CFU</b>	6
<b>N. hours</b>	36
<b>Instructors</b>	Maria Silvia Pettinicchio
<b>Expected Learning Outcomes</b>	<p>At the end of the course, the student will have acquired the basic knowledge of the main marketing dynamics, with particular reference to the development of the entire process, from strategic planning to the composition of the marketing mix.</p> <p>Through the theoretical notions acquired, the student will be able to apply the knowledge to techniques related to the marketing process, as an essential element in the overall strategy of the organization.</p> <p>At the end of the course, the student will be able to make autonomous decisions related to the implementation of marketing strategies by identifying and applying, within the process, tools for analysis / forecasting as well as operational levers.</p>
<b>Course Syllabus</b>	<p>PART I - UNDERSTANDING MARKETING PROCESSES</p> <ul style="list-style-type: none"><li>- Building a valuable relationship with the customer.</li><li>- Designing a customer strategy and relationships.</li><li>- Creating competitive advantage.</li></ul> <p>PART II - ANALYZING CONSUMERS AND MARKETS</p> <ul style="list-style-type: none"><li>- Analysis of the firm's marketing environment.</li><li>- Marketing research.</li><li>- Business and consumer markets.</li></ul> <p>PART III - MARKETING DESIGN AND MANAGEMENT</p> <ul style="list-style-type: none"><li>- Segmentation, targeting, positioning - Products, services, brands.</li><li>- Pricing.</li><li>- Distribution policies.</li><li>- Communicating to the market - Mass communication.</li><li>- Social media marketing - Direct selling.</li></ul>
<b>Course Structure</b>	<p>Lectures: 36 hours. Lectures will be conducted by encouraging classroom discussion with students, alternating theory and analysis of case studies. at least one external speaker will present their company and a briefing on which students will have to work in groups throughout the course and present the results in the form requested by the company itself (ppt presentation, social media posts, creative strategy or videos). Students will be assisted by Professor Pettinicchio in setting up the work. Participation in the project is mandatory for attending students.</p>



<b>Evaluation Methods</b>	<p>Methods and criteria for assessing learning outcomes vary for attending and non-attending students.</p> <p><b>Attending students</b> There are two exams: a mid-term exam and a final exam. Both exams contribute to the final evaluation. Midterm: Written examination in English on parts I-II of the syllabus. The written test, to be completed in 120 minutes, consists of 3 open-ended questions and a case study. The open-ended questions are mainly aimed at assessing the students' knowledge of the main concepts and terminologies applied in the strategic marketing field. The case aims at understanding the ability to analyze the context and to formulate opinions/assessments on aspects inherent to the planning of a strategic marketing program, also referring to the analyses developed during the lessons. Final exam: written exam in English on part III of the program. The written test, to be completed in 120 minutes, consists of 3 open-ended questions and the analysis of a case. The open-ended questions are oriented at assessing the knowledge of the terminologies referred to the operational levers. The case will be used to assess the ability to use the various tools in the marketing mix, also referring to the cases developed during the lessons.</p> <p><b>Non-attending students</b> There will be a final exam aimed at assessing the learning outcomes.</p>
<b>Assessment Methods</b>	<p>The criteria for measuring learning outcomes and assigning a final grade vary for attending and non-attending students.</p> <p><b>Attending students</b> The evaluation of learning outcomes foresees the attribution of a final grade expressed in thirtieths, as the arithmetic average of the grades obtained in the two tests. Honors will be given to the students who obtain a final grade of at least 31 points. Mid-term exam: The mid-term exam will count for 50% of the final grade. Up to 15 points are assigned through 3 open-ended questions; up to 16 points are assigned to the business case study. Final Examination: The final exam accounts for 50% of the final grade. Up to 15 points are awarded through 3 open-ended questions; up to 16 points are awarded to the business case study.</p> <p><b>Non-attending students</b> The evaluation of learning outcomes foresees the attribution of a final grade expressed in thirtieths obtained in the final exam. Honors will be given to students who obtain a grade of at least 31 points. Final Examination The final grade is attributed on the basis of the following criteria: up to 15 points are attributed through 3 open-ended questions. Up to 16 points are attributed to the analysis of two business cases (8 points each).</p>
<b>Prerequisites</b>	<p>There are no prerequisites. However, prior knowledge of business management is recommended.</p>
<b>Teaching and didactic material</b>	<p>Kotler, P., &amp; Armstrong, G. (18° edition). Principles of marketing. Global edition. Pearson education. Lecturer's slides and case studies.</p>