



Name	MARKETING MANAGEMENT
Component Modules	-
Subject area	SECS-P/08
Academic year and semester	2nd year, 2nd semester
Language of instruction	English
ECTS	6
Number of hours of lectures	36
Teachers	
Expected learning outcomes	<p>At the end of the course, the student will have a basic knowledge of the main dynamics present in marketing, with particular reference to the development of the entire process, from strategic planning to the composition of the marketing mix.</p> <p>Through the notions acquired, the student will be able to apply the techniques related to the marketing process, as an essential element in the global strategy of the company.</p> <p>At the end of the course of study, the student will have acquired the ability to carry out an autonomous assessment of the implementation of marketing strategies by identifying and applying, within the process, analysis/forecasting tools as well as operational levers.</p> <p>At the end of the program, the student will be able to express the acquired knowledge and present, with clarity of exposition and propriety of language, the formulation of a marketing plan, with the aim of a complete acceptance/integration into the management processes of the company.</p>
Syllabus	<p>The course program is divided into two thematic areas that deal with the entire marketing process, from the analysis phase to the composition of the strategy and all its related commercial policies.</p> <p>In particular, the contents of the areas mentioned above are the following:</p> <p>PART I – Analytical marketing:</p> <ul style="list-style-type: none">- Sustainable marketing and trust;- Environment and competition;- Estimating the market;- Understand consumer behavior;- Understand the evolutionary dynamics of the distribution. <p>PART II – Strategic marketing and commercial policies</p> <ul style="list-style-type: none">- Adopt a strategic approach;- Design a distinctive offer;- Pricing;- Dialogue with the customer;



	<ul style="list-style-type: none">- Manage relations with commercial intermediaries;- Market research for the analysis of competitive performance.
Teaching and learning methods	<p>Teaching is delivered through lectures. However, in addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS). More in particular, the course follows a number of best practices and is supplemented with the direct contributions of experienced professionals in the field. The number of hours of lectures is 36 hours.</p> <p>Attending students will be able to concretely apply the knowledge acquired during the course through the realization of a group work related to a real case study assigned by the teacher. Each group can be made up of an average of 6-7 students.</p>
Evaluation methods	<p>The methods and criteria for assessing learning vary for attending and non-attending students. Attending students are those who have attended at least 70% of the lessons.</p> <p>Attending students</p> <p>Attending students can take the exam through a group activity in which an average of 6-7 students participate, followed by a mandatory supplementary oral exam.</p> <p>The paper related to the group work focuses on a marketing plan, for a maximum of 50 slides, related to a company assigned by the teacher. An intermediate presentation of the paper of each group will be given, in line with the teaching calendar, approximately at the end of the first 18 hours of the course. The mid-term presentation will be made orally by the team members and will not be evaluated, but only used to check out the progress of the work. The final paper, to be delivered at the end of the course, will be presented during the last lessons by each individual member of the group and will be assessed. The assessment will be based on the completeness and originality of the proposed solutions. In particular, the ability to learn and analyze the reference context, strategic choices, objectives and operational tools related to the composition of the marketing plan will be observed. The compulsory oral exam includes, other than the discussion of the group work in which the student participated, at least two other questions aimed at assessing the student's familiarity with the techniques and tools related to marketing. The students' communication skills, ability to learn and compare their ideas, appropriateness of language and ability to persuade will also be assessed.</p> <p>Attending students who decide not to participate in the group work can alternatively take the written exam on the entire program, in the same way as for non-attending students.</p> <p>Non-attending students</p> <p>There will be a learning test for the final assessment.</p> <p><i>Final exam</i></p> <p>Written exam on the entire program.</p> <p>The written test lasts 90 minutes and consists of 7 multiple-choice questions and 6 open-ended questions. The multiple-choice questions are aimed at understanding the student's perfect knowledge of the terminologies and definitions present in the field of marketing.</p> <p>Open-ended questions are used to ascertain the student's ability to analyze and re-elaborate, within the different areas of marketing and in the management of an entire process.</p>
Assessment methods	<p>The criteria for measuring learning and assigning the final grade vary for attending and non-attending students.</p> <p>Attending students</p> <p>For attending students, the final grade derives from the assessment of the group work expressed in thirtieths, with a maximum of 25/30, and from the compulsory integration, which allows to add to the mark a maximum of 6/30. The compulsory oral exam must be taken no later than the last exam session of the academic year.</p>



	<p>of reference of the course. Therefore, during the oral exam, each student will have first to provide an individual discussion of the team work, so that each student can be given a single mark with respect to the score obtained from the group work. The candidate will then be invited to answer a number of questions aimed at sounding his or her learning of marketing techniques and tools. Students who do not complete the compulsory oral exam within the times mentioned above or students whose group work obtains a score lower than 18/30, must take the exam in the manner provided below for non-attending students.</p> <p>Non-attending students</p> <p>The assessment of learning involves the assignment of a final grade expressed out of thirtieths obtained in the final exam. Honours are awarded to students who obtain a grade of at least 31 points.</p> <p><i>Final exam</i></p> <p>The final grade is awarded on the basis of the following criteria: up to 7 points are awarded through 7 closed-ended questions; Up to 24 points are awarded through 6 open-ended questions.</p>
Prerequisites	Knowledge necessary to follow the course profitably and which will be considered acquired: management
Teaching materials	Kotler, P., & Armstrong, G. (18° edition). Principles of marketing. Global edition. Pearson education. Course materials provided by the teacher.