



Name	MARKETING MANAGEMENT
Course unit	-
Academic discipline	ECON-07/A
Academic year and semester	2nd year, 1 semester
Teaching language	English
CFU	6
Number of hours of total assisted teaching activities divided between DE and DI	42 hours, including: - 36 hours of Expository Teaching (DE); - 6 hours of Interactive Teaching (DI).
Instructors	Course coordinator: Prof. Silvia Pettinicchio - Prof. Maria Silvia Pettinicchio (4 CFU) - Prof. Joanna Moss (2 CFU)
Expected Learning Outcomes	At the end of the course, students will have acquired a solid understanding of the fundamental principles and processes of Marketing Management, with particular reference to strategic planning, market analysis, customer value creation, and the development of the marketing mix. Special attention will be devoted to the role of marketing in addressing innovation, digital transformation, and the challenges arising from an increasingly dynamic and geopolitically uncertain business environment. Through the theoretical frameworks and practical applications presented during the course, students will be able to apply marketing concepts and analytical tools to support managerial decision-making and the formulation of effective marketing strategies in rapidly changing markets. At the end of the course, students will be able to make informed and autonomous decisions related to the design and implementation of marketing strategies by selecting and applying appropriate analytical, forecasting, and strategic planning tools. They will also develop the ability to evaluate market opportunities and respond effectively to uncertainty, technological innovation, and evolving customer needs. Finally, students will strengthen their analytical, critical thinking, problem-solving, and communication skills, enabling them to formulate, justify, and present marketing strategies in a clear and professional manner, facilitating their integration into broader organizational decision-making processes.
Course Syllabus	PART I - UNDERSTANDING MARKETING PROCESSES - Building a valuable relationship with the customer. (prof. Pettinicchio) - Designing a customer strategy and relationships. (prof. Pettinicchio) - Creating competitive advantage. (prof. Pettinicchio) PART II - ANALYZING CONSUMERS AND MARKETS



	- Analysis of the firm's marketing environment. (prof. Pettinicchio) - Marketing research. (prof. Pettinicchio) - Business and consumer markets. (prof. Moss) PART III - MARKETING DESIGN AND MANAGEMENT - Segmentation, targeting, positioning - Products, services, brands. (prof. Pettinicchio) - Pricing. (prof. Pettinicchio) - Distribution policies. (prof. Moss) - Communicating to the market - Mass communication. (prof. Moss) - Social media marketing - Direct selling. (prof. Pettinicchio) - Ethical implications and considerations (prof. Pettinicchio) Interactive Teaching (DI) activities 1. Storytelling for Marketers Objective: Develop the ability to craft compelling brand stories that engage audiences emotionally 2. Marketing in Today's Context Objective: Analyze how current global trends impact marketing strategies. 3. Digital Campaign Simulation Objective: Apply digital marketing principles by designing a mini online campaign.
Teaching and learning methods	Teaching is mainly delivered through lectures. In addition to lectures, the course also involves a number of hours of interactive teaching (at least one hour for each ECTS). The number of hours of Expository Teaching (DE) is 36 hours. The number of Interactive Teaching (DI) hours is 6 and will be delivered through e-learning sessions.
Evaluation Methods	Methods and criteria for assessing learning outcomes vary for attending and non-attending students. <i>Attending students</i> There are two exams: a mid-term exam and a final exam. Both exams contribute to the final evaluation. Midterm exam: Written examination in English on parts I-II of the syllabus. The written test, to be completed in 120 minutes, consists of 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 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. <i>Non attending students</i> There will be a final exam aimed at assessing the learning outcomes. Final exam: written examination in English on the entire program. The written exam, to be completed in 150 minutes, consists of open-ended questions and cases. The open-ended questions aim at assessing the knowledge of the terminologies and definitions found in marketing. The cases will be used to assess the ability to analyze and elaborate the different areas of marketing, in the management of an entire process.
Assessment Methods	The criteria for measuring learning outcomes and assigning a final grade vary for attending and non-attending students. <i>Attending students</i> 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 16 points are assigned through open-ended questions; up to 15 points are assigned to the business case study. Final Examination: The final exam accounts for 50% of the final grade. Up to 16 points are awarded through open-ended questions; up to 15 points are awarded to the business case study. <i>Non-attending students</i> 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. The final grade is attributed on the basis of the following criteria: up to 16 points are attributed through open-ended questions. Up to 15 points are attributed to the analysis of the business cases.
Prerequisites	There are no prerequisites. However, prior knowledge of business management is recommended.
Teaching and didactic material	- Kotler, P., & Armstrong, G. (19th edition). Principles of marketing. Global edition. Pearson education. - Lecturer's slides and case studies.