

Syllabus

Course description

Course title	Principles of Marketing
Course code	30112
Scientific sector	SECS-P/08
Degree	Tourism, Sport and Event Management
Semester and academic year	Summer Semester, 2019-2020
Year	2nd year
Credits	7
Modular	No

Total lecturing hours	42
Total lab hours	-
Total exercise hours	-
Total office hours	21
Attendance	suggested, but formally not required
Prerequisites	not foreseen
Course page	https://www.unibz.it/it/faculties/economics-management/bachelor-tourism-sport-event-management/course-offering/?academicYear=2019

Specific educational objectives	<p>The course refers to the typical educational activities in the curriculum "Tourism-, Sport- and Eventmanagement" and it belongs to the scientific area of Business Administration. The course provides for both, scientific foundations and practical methods of marketing and introduces students to the basics of marketing management to help them understand the role and impact of marketing on business and society.</p> <p>Students are familiarised with current strategies and analytical methods in marketing, as well as with advantages and disadvantages of different strategic marketing approaches in different societal and economic contexts.</p> <p>The course follows a strategic and managerial orientation in combination with an analytical approach (encompassing analysis, decision-making, and implementation) to marketing, but also explores operational aspects from a multi-disciplinary perspective. The course material is complemented with printed and other resources (examples, exercises, recent press reports, etc.).</p> <p>Enabling students to recognise the strategic dimension of</p>
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	marketing, the use of appropriate instruments and models for analysis and implementation, as well as the ability to critically evaluate alternative solutions to marketing problems are the main educational objectives of the course.
Lecturer	Prof. Dr. Oswin Maurer, Mail: oswin.maurer@unibz.it , Campus Bruneck-Brunico, 1 st Floor, Professors Room 1.06; https://www.unibz.it/en/faculties/economics-management/academic-staff/person/973-oswin-maurer
Scientific sector of the lecturer	SECS-P/08
Teaching language	English
Office hours	https://www.unibz.it/en/timetable/?department=26&degree=13009%2C13134
Lecturing assistant	-
Teaching assistant	-
Office hours	-
List of topics covered	<p>Marketing strategy (markets as focal points; development & scope of the marketing concept; marketing strategy; analytical tools and concepts; marketing as a management process)</p> <p>Marketing information & research (marketing research process; consumer behaviour; segmentation, targeting, positioning)</p> <p>Marketing Mix (product decisions; pricing decisions; distribution decisions; communication decisions)</p> <p>Marketing in specific contexts</p> <p>Marketing implementation and market-oriented management</p>
Teaching format	<p>Lectures, case discussions, group and project work, exercises</p> <p><u>Policies:</u> Appropriate behaviour is expected during class time. Electronic devices must be turned off. Proper ethical conduct and academic honesty is expected of all students at all times. This Syllabus and the documents in the Reserve Collection might be subject to revisions. Changes implemented after class starts will be communicated in class. New and updated documents will be posted online in the Reserve Collection. Students are responsible for keeping themselves up-to-date with these possible changes.</p>
Learning outcomes	<p><u>Knowledge and understanding</u></p> <p>Knowledge and understanding of:</p>

- marketing and its functions in consumer markets
- marketing strategies and processes
- of behavioral science in a marketing context
- marketing research, its concepts and methods
- strategic marketing and functional marketing tools

Applying knowledge and understanding

Ability to:

- apply and correctly use the key terms and tools of marketing
- apply strategic marketing planning and evaluation tools in a consumer market context
- apply behavioral science concepts in marketing contexts
- apply basic consumer market research concepts and evaluate market research results
- evaluate the working and effect of principal marketing tools (marketing-mix) in different settings

Making judgements

To be able to:

- independently evaluate basic marketing strategies
- assess the advantages and disadvantages of diverse strategies and their relevance for business decisions
- judge the impact of strategic marketing decisions on firm conduct and performance
- assess the suitability of marketing strategies and tools for a company
- provide for meaningful basic marketing strategies for firms in diverse industry and socio-economic settings
- basically assess which marketing-mix decisions are appropriate for certain market situations
- appraise market research results in a meaningful way (qualitative, quantitative)
- evaluate new economic and socio-cultural trends from a marketer's perspective

Communication skills

Ability to:

- structure and prepare scientific and technical documentation on marketing issues
- clearly and precisely conceptualise and communicate problem definitions, solving approaches and solutions, orally and graphically
- operate in a team with different aptitudes,

	<p>motivations and points of view on issues</p> <ul style="list-style-type: none"> • prepare presentations and present work/projects in a clear and concise manner, using appropriate and correct technical and scientific terminology <p><u>Learning skills</u></p> <p>Ability to learn:</p> <ul style="list-style-type: none"> • to autonomously extend knowledge acquired during the course by reading and understanding subject related scientific and technical literature • to learn to think in alternatives and the consequences alternatives may have on the conduct and performance of the marketing function in a business • to extend and complement basic knowledge and facts acquired through searching for supplemental information from diverse international sources
<p>Assessment</p>	<p>Different assessment modes apply to</p> <ol style="list-style-type: none"> a) attending students and b) non-attending students <p><u>a) attending students</u></p> <p>Attending student status is achieved through active participation (in discussions, short presentation during class "current issues", group project work) in at least 2/3 of the classes. Attendance will be recorded to verify the attending status.</p> <p>Three different modes are used to assess and value the contribution of attending students, each counting towards the final mark.</p> <p>Contribution to class discussion & activities: counting for <u>15 percent towards the final mark</u> (15/100 of final mark)</p> <p>Group project, counting for <u>35 percent (35/100) towards the final mark</u>. Due dates will be communicated during lectures. The assessment will be based on the work of the whole team and hence cannot be based on the individual effort. The maximum number of participants in a group is five (5), the minimum number is three (3) students. Proper management of the group and the project is essential.</p> <p>One final written exam, counting for <u>50 percent (50/100) towards the final mark</u>.</p> <p>Classroom contribution and attendance need a positive evaluation to pass the course (a positive result for</p>

	<p>classroom contributions, an attendance record of at least 66%, and group project work are a pre-requisite to be able to do the written theory exam); the final grade is the weighted average of the three parts.</p> <p>Theory: assessed through a written exam with review questions at the end of the course (50%)</p> <p>Application: assessed through a written group project report and classroom contributions (50%)</p> <p><i>NOTE: project work and classroom contributions are valid for the current academic year and cannot be carried over beyond that time-frame</i></p> <p>b) non-attending students</p> <p>One final written exam, counting for <u>100 percent (100/100) towards the final</u> mark.</p> <p>Theory: assessed through a written exam with review questions at the end of the course (100%)</p>
<p>Assessment language</p>	<p>English</p>
<p>Evaluation criteria and criteria for awarding marks</p>	<p>The final grade is the weighted average of the two parts of assessment (please note: contribution to the final mark for attending students: 1) Theory 50%, 2) Project and contribution to classroom activities 50%; contribution for non-attending students: 1) Theory 100%)</p> <ul style="list-style-type: none"> • relevant for assessment of 1): feasibility of the proposed solution, clarity of answers, argumentative logic and context, ability to evaluate and answer in a concise and precise way, mastery of language (with respect to technical terms) critical analysis and discussion of the underlying theory and practice (tutorials, assignments and groupwork) • relevant for assessment of 2): definition of a clear project agenda, use of scientific literature to underpin argumentation, use of actual/current issues to support the logic of the approach chosen, creativity, critical thinking, team work and team management, quality of technical summary and professional presentation of results
<p>Required readings</p>	<p>Blythe, J.: "Principles & Practice of Marketing, Thomson Learning</p> <p>Czintoka, M.R. and Kotabe, M.: Marketing Management, South-Western College Publishing</p> <p>Dibb, S.; Simkin, L.; Pride, W.M. and Ferrell, O.C.: "Marketing Concepts and Strategies, 8th Ed, Cengage Learning</p> <p>Hollensen, S.: "Marketing Management, 3rd ed: A Relationship Approach</p>

	<p>Homburg, C.; Kuester, S; Krohmer, H.: „Marketing management – a contemporary perspective”, McGraw-Hill Education</p> <p>Jain, S.C.: Marketing-Planning and Strategy, South Western College Publishing</p> <p>Kotler, P.: Marketing Management (international edition), Pearson Education</p> <p>Malhotra, N.K.: Marketing Research – an applied orientation, Prentice Hall</p>
Supplementary readings	Current and actual articles and cases will be provided during class

IMPORTANT NOTES:

Results of all participation, assignment and project work are valid for one (the current) academic year and cannot be carried over beyond that time frame (hence, participation, assignment/project results expire with the end of the current academic year and cannot be carried over beyond that time-frame).

Students are responsible for delivering projects/assignments on the due date set, irresponsibility of having attended particular lectures or exercises.

All three modes of assessment are an indication of different capabilities and competencies of the student, hence failure to deliver on one of the assessment modes (either missing assignments and/ or non-participation in a project group and/or not sitting the exam) results in an overall mark of not passed.

With regard to assignments/projects/tutorials, the following is expected:

- critical analysis and discussion of the underlying theory and practice (tutorials, assignments & groupwork)
- contribution to the effort of the group (groupwork)
- a written report (word) and a final presentation (powerpoint)

Assessment criteria are: the approach taken, the practical relevance, the use of theory, the content and presentation style of the report (please consider: to be able to analyse a problem, a clear objective is needed!)