

Bachelor in Communication sciences and culture

Course title:	Marketing and Communication: Theory and Instruments
Course year:	1
Semester:	1
Course code:	17238
Scientific sector:	SECS-P/08
Lecturer:	Federica Vigano, Giorgio Tavano Blessi federica.vigano@unibz.it Giorgio.TavanoBlessi@unibz.it
Module:	Marketing and Communication: Theory and Instruments
Lecturer other module:	No
Credits:	6
Total lecturing hours:	45
Total Hours of availability for students and tutoring:	18
Office hours:	on request
Attendance:	according to the regulation not mandatory
Teaching language:	English
Propaedeutic course:	None
Course description:	<p>The course foresees to introduce students to marketing theory and instruments.</p> <p>The course is divided in three parts: the first block introduces the fundamentals of marketing, methods, techniques to elaborate a marketing strategy starting from marketing objectives.</p> <p>The second block is specifically devoted to marketing communication and its trends that are actually challenging the competitive dynamics of the sector.</p> <p>The lab constitutes the third part, where students will develop a marketing plan.</p>
Specific educational objectives:	<p>The course belongs to the "area caratterizzante".</p> <p>The scientific field is SECS-P/08.</p> <p>The objective of the course is to introduce students to the principal marketing theory and instruments and to provide them with the initial capacity to face the communicative needs of a private or public organization for what concern marketing strategies.</p>
List of topics covered:	<ul style="list-style-type: none"> • Fundamentals: positioning, targeting, objectives definitions and investments; • Marketing mix; • Integrated communication: above the line e below the line; • Advertisement and promotion to consumers; • Marketing plan
Teaching format:	Lectures, exercises, case analysis and discussion

Learning outcomes:	<ol style="list-style-type: none"> 1. Knowledge and understanding: <ul style="list-style-type: none"> • Be able to understand the general context where the organization operates • Be able to understand the different phases of a marketing plan 2. Applying knowledge and understanding: <ul style="list-style-type: none"> • Be able to apply basic method and instruments for a marketing plan 3. Making judgments <ul style="list-style-type: none"> • Be able to judge case studies and the risk/opportunity for a marketing decision 4. Communication skills <ul style="list-style-type: none"> • Be able to prepare a marketing communication 5. Learning skills <ul style="list-style-type: none"> • Be able to expand and deepen the knowledge acquired on the field
Assessment:	<p>The assessment consists in a choice between the two options:</p> <ul style="list-style-type: none"> - 1. Written exam for the part 1 and 2 - 2. Written project work -Lab: project work mandatory also for those who are not attending the Lab for the part 3 <p>Dublin descriptors: all 5</p>
Evaluation criteria and criteria for awarding marks:	<p>Final mark</p> <ul style="list-style-type: none"> - 1. Written exams open question (criteria for evaluations are: appropriate understanding, logical structure, autonomous judgment, richness of examples). This part weights for the 65%. - 2. Written project work (clear presentation, logical structure, autonomous elaboration and judgment are the criteria for evaluation). This part weights for the 35%.
Required readings:	Specific literature will be provided during the course
Supplementary readings:	