

Syllabus

Course description

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| Course title: | Marketing and Communication |
| Course year: | 1 |
| Semester: | 1 |
| Course code: | 54013 – Master in Musicology |
| Scientific sector: | SECS P /08 |
| Lecturer: | Dr. Giorgio Tavano Blessi |
| Module: | - |
| Lecturer other module: | - |
| Credits: | 6 CP |
| Total lecturing hours: | 30 |
| 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 communication instruments.</p> <p>The course is divided in two parts: the first block introduces the fundamentals of marketing, methods, techniques to elaborate a marketing strategy starting from marketing objectives. In addition, a specific focus will be devoted to the communication policies and instruments.</p> <p>The second block is specifically devoted a project work phase, during which students will develop a marketing plan focuses on music and performing arts activities / organization</p> |
| Specific educational objectives: | <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: | 1. Knowledge and understanding: |

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| | <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 <p>2. Applying knowledge and understanding:</p> <ul style="list-style-type: none"> • Be able to apply basic method and instruments for a marketing plan <p>3. Making judgments</p> <ul style="list-style-type: none"> • Be able to judge case studies and the risk/opportunity for a marketing decision <p>4. Communication skills</p> <ul style="list-style-type: none"> • Be able to prepare a marketing communication <p>5. Learning skills</p> <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: | |