

Bachelor in Communication sciences and culture

Course title:	Cultural Marketing - opzionale
Course year:	2018/19
Semester:	1
Course code:	17279
Scientific sector:	SECS P/08
Lecturer:	Giorgio Tavano Blessi
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Module:	/
Lecturer other module:	/
Credits:	3
Total lecturing hours:	30
Total Hours of availability for students and tutoring:	12
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 per the cultural field.</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.</p> <p>The second block is specifically devoted a project work phase, during which students will develop a marketing plan focuses on cultural activities e.g museum, performing arts activities / organization and more.</p>
Specific educational objectives:	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 marketing needs of a private or public organization for what concern marketing strategies.
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:

	<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:	