

Syllabus

Course description

Course title	Marketing
Course code	30165
Scientific sector	SECS-P/08
Degree	Tourism, Sport and Event Management
Semester and academic year	2 nd semester, 2020/2021
Year	1 st year
Credits	8
Modular	No

Total lecturing hours	48
Total lab hours	-
Total exercise hours	24
Total office hours	24
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=2020

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, basic scientific foundations and practical methods of marketing. It introduces students to the basics of marketing management to help them understand the role and impact of marketing on business and society in a regional and global context.</p> <p>Students are familiarised with current basic 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. It also explores operational aspects from a multi-disciplinary perspective. The course material is complemented with printed and other resources (cases, examples, exercises, recent press reports, etc.).</p>
--	--

	Enabling students to recognise the strategic and managerial dimensions of 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	Dr. Jacob Charles Barr Mail: JacobCharles.Barr@unibz.it Campus Bruneck-Brunico, 1 st Floor, Professors Room 1.08; https://www.unibz.it/it/faculties/economics-management/academic-staff/person/39984-jacob-charles-barr
Teaching assistant	-
Office hours	-
List of topics covered	<p>Markets as focal points of marketing: role of marketing; scope of marketing (classifying markets); marketing as a management process; marketing strategy; analytical tools and concepts; identifying challenges and opportunities of marketing in today's economy.</p> <p>Development of the marketing concept/strategy: market oriented management & relationship marketing; what does marketing strategy specify (what, where, how); <u>three major levels</u> of strategy and different planning levels; marketing management planning and the marketing management process.</p> <p>Business level marketing concepts: Transactional (TM) vs Relationship Marketing (RM); key impacts of RM on product, price, distribution and communication policy; RM's six-markets model; different organisational forms of relationships; case on relationship marketing.</p> <p>Marketing as exchange process: Conditions for exchange, managing exchange; what can be marketed; marketing of value: value proposition - customer's perspective, seller's perspective and customer lifetime value, stakeholder's perspective; role of ethics and social responsibility; sustainable marketing, (green marketing and "greenwashing").</p>

	<p>Marketing strategy development and implementation: three pillars of successful marketing management; exemplary cases on three pillars approach; marketing strategy as one of several functional strategies, as corporate strategy, as dominant functional strategy; marketing as an integrative business function.</p> <p>Assessing the competitiveness of the firm from a marketing perspective: core competences, capabilities; sources of competitive advantage; theoretical perspectives on how firms to create competitive excellence: market orientation view (MOV), resource-based view (RBV), value chain-based view (VBV);</p> <p>Competing in the market arena: determining strategic resources; from resources to marketing competence to sustainable competitive advantage; from value chain to value constellation to customer value; experiential marketing; competition analysis; value innovation (red and blue ocean strategies).</p> <p>Consumer Behaviour: customer involvement in buying decisions; consumer buying decision-making process: psychological influences & psychological effects (anchoring, decoy effect, status quo bias, framing, confirmation bias, estimating traps); cultural & socio-cultural factors; demography; trends in consumer behaviour & megatrends in travel.</p> <p>Segmenting, Targeting, Positioning: basic concepts of segmentation, examples, and implementation; basic concepts of targeting; basic concepts of positioning (developing specific marketing mix), modifying positioning strategies and repositioning.</p> <p>Marketing Mix (product, pricing, distribution and communication decisions, tools and implementation)</p> <p>Marketing in specific contexts (global, tourism industry) are additionally covered within the different modules outlined above</p> <p>Marketing information & research: marketing research process; modes of data collection, tools and analytics are covered in exercises using concrete data, cases and examples.</p>
<p>Teaching format</p>	<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 always expected of all students and at all times. The Syllabus and documents provided in the Reserve</p>

	<p>Collection may 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 possible changes.</p>
--	---

<p>Learning outcomes</p>	<p><u>Knowledge and understanding</u> Knowledge and understanding of:</p> <ul style="list-style-type: none"> • marketing and its functions in consumer markets • marketing strategies and processes • behavioural science in a marketing context • marketing research, its concepts and methods • strategic marketing management implementation and functional marketing tools • global marketing issues <p><u>Applying knowledge and understanding</u> Ability to:</p> <ul style="list-style-type: none"> • apply and correctly use the key terms and tools of marketing • apply strategic basic marketing planning and evaluation tools in a consumer market context • apply behavioural 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 • evaluate different digital marketing approaches • evaluate and distinguish between local, regional and global marketing strategies <p><u>Making judgements</u> To be able to:</p> <ul style="list-style-type: none"> • independently evaluate basic marketing strategies • assess the advantages and disadvantages of different 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
---------------------------------	--

	<ul style="list-style-type: none"> • 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 <p><u>Communication skills</u></p> <p>Ability to:</p> <ul style="list-style-type: none"> • structure and prepare scientific and technical documentation on marketing issues • clearly and precisely conceptualise and communicate problem definitions, problem solving approaches and solutions, in writing, orally and graphically • operate in a team with different aptitudes, motivations, and points of view on issues • 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 • to manage group work and reporting in small teams
--	---

<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 at least 2/3 of the classes, as well as a short presentation during class - current issues, and</p>
--------------------------	---

	<p>group project work.. 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</u> towards the final mark (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 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>Duration of the exam: 50 minutes.</p> <p><i>NOTE: project work and classroom contributions are valid for one academic year (the current academic year) and cannot be carried over beyond that timeframe</i></p> <p>b) non-attending students</p> <p>One final written exam, counting for <u>100 percent (100/100) towards the final mark</u>.</p> <p>Theory: assessed through a written exam with review questions at the end of the course (100%)</p> <p>Duration of the exam: 100 minutes.</p>
Assessment language	English

<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>Hollensen, S.: "Marketing Management - A Relationship Approach, 4th edition, Pearson:</p>
<p>Supplementary readings</p>	<p>Homburg,C.; Kuester, S; Krohmer, H.: „Marketing management – a contemporary perspective”, McGraw-Hill Education Kotler, P.: Marketing Management (international edition), Pearson Education Current and actual scientific papers, articles and cases complementing the discussion will be provided during class</p>

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.

Students are responsible for delivering projects/assignments on the due date set, 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.

Regarding 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!)