### Course title:
Marketing and communication: Theory and instruments

### Course year:
1st

### Semester:
1st

### Course Code:
17238

### Scientific sector:
SECS-P/08

### Lecturer:
Tavano Blessi Giorgio

### Module:
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### Lecturer other module:
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### Credit Points:
6

### Total lecturing hours:
30 lect + 15 lab

### Total Hours of availability for students and tutoring:
Office hours:
from Monday to Friday on request

### Attendance:
according to the regulations

### Teaching Language:
English

### Propaedeutic course:

### Course description:
The course foresees to introduce students to marketing theory and communication instruments. 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. The second block is specifically devoted a project work phase, during which students will develop a marketing plan.

### Specific educational objectives:
- area characterization
- the scientific area Economics, SECS-P/08

*The course is designed for acquiring professional skills and knowledge.*

*The educational objective is directed to provide a professional approach to marketing discipline.*

### List of topics covered:
- Marketing approach, definition, evolution;
- Consumer behaviour, market, environment;
- Fundamentals: positioning, targeting, segmentation 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:**  
- 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:**  
- Be able to apply basic methods and instruments for a marketing plan  
3. **Making judgments**  
- Be able to judge case studies and the risk/opportunity for a marketing decision  
4. **Communication skills**  
- Be able to prepare a marketing communication  
5. **Learning skills**  
Be able to expand and deepen the knowledge acquired on the field |
|---|---|
| Assessment: | The assessment consists in a choice between the two options:  
- 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  
**Dublin descriptors:** all 5 |
| Evaluation criteria and criteria for awarding marks: | - 1. Written exams open question (criteria for evaluations are: appropriate understanding, logical structure, autonomous judgment, richness of examples). This part weights for the 75%.  
- 2. Written project work (clear presentation, logical structure, autonomous elaboration and judgment are the criteria for evaluation). This part weights for the 25%. |
| Required readings: | 1- **Kotler Keller: Marketing Management (any edition) Chapters:**  
- 1, Defining Marketing for the New Realities  
- 2, Developing Marketing Strategies and Plans  
- 3, Collecting Information and Forecasting Demand  
- 6, Analyzing Consumer Markets  
- 8, Identifying Markets Segments and Targets  
- 10, Crafting the Brand Positioning  
- 11, Competitive Dynamics  
- 14, Developing Pricing Strategies and Programs  
- 17, Designing and Managing Integrated Marketing Communications  
2 - **Perloff Jeffrey: Microeconomics, sections:**  
- 1.1 / 2.1 / 2.2 / 3.2 / 4.1 / 4.2 / 4.3 / 7.1 / 7.2 / 7.3 |
| Supplementary readings: | Will be provided during the course |