

Syllabus

Course description

Course title:	Marketing and communication (optional course)
Course year:	1st
Semester:	1st
Course code:	54013
Scientific sector:	SECS-P/08
Lecturer:	Drago Salvatore salvatore.drago2@unibz.it
Module:	no
Lecturer other module:	/
Credits:	6
Total lecturing hours:	30
Total Hours of availability for students and tutoring:	18
Office hours:	from Monday to Friday on request
Attendance:	according to the regulation
Teaching language:	English (bilingual).
Propaedeutic course:	none
Course description:	
Specific educational objectives:	<p>The course allows you to:</p> <ul style="list-style-type: none"> - understand the most important, general and specific elements in the field of marketing, traditional and innovative (like E-Marketing); - acquire a global and updated view on marketing processes thanks to the use of strategic and operational skills useful for anticipating the market; - master the tools necessary to carry out market analyzes aimed at defining their own information strategy; - know how to govern the most important levers of strategic marketing, marketing mix and web marketing.
List of topics covered:	<p>The most important topics, but not only, are the following:</p> <ul style="list-style-type: none"> -Marketing: overview, points, and instruments. - The role of traditional Marketing with Schools, authors and Thoughts. - European Union and Marketing. - Market researches aimed to Marketing. - The creation of a firm through the Marketing. - The role of the Communications in Marketing (traditional, innovative, spot, social/online). - The value of Marketing to promote the economic development. - Online and Social Marketing.
Teaching format:	Oral and frontal lessons, with discussions and critical analysis of "study cases".
Learning outcomes:	<p>The learning outcomes are in line with the Dublin Descriptors:</p> <ul style="list-style-type: none"> - Knowledge and understanding of basilar, principal and innovative principles of Marketing, with the lied topic of the Communication in traditional and innovative forms. - Applying knowledge and understanding in specific areas of the commerce and of the Marketing: like that inherent the music market. - Making judgments of good and bad strategies of Marketing. - Communication skills inherent principles, theories and instruments of the Marketing: traditional and social-innovative. - Learning skills about the Marketing principles.

Assessment:	The assessment will be divided in two and complementary parts: <ul style="list-style-type: none"> - An individual written thesis on a free topic of marketing chosen by student, with a class-discussion on its aspects. - Oral exam on the program.
Evaluation criteria and criteria for awarding marks:	The final mark will be developed by: <ul style="list-style-type: none"> - relevant for the written exam (with questions): ability to write, evaluate, logical structure, ability to argue and similar. - relevant for the oral exam: ability to evaluate, to argue with critical analysis skills, ability to summarize in own words with an relevant reflection.
Required readings:	Books, articles and general readings will be available as soon as possible. (During the first lesson).
Supplementary readings:	