

## Syllabus

### Course description

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

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