

Communication Sciences and Culture (L-20)

<b>Course title:</b>	Marketing and communication: Theory and instruments
<b>Course year:</b>	1st
<b>Semester:</b>	1st
<b>Course Code:</b>	17238
<b>Scientific sector:</b>	SECS-P/08
<b>Lecturer:</b>	Tavano Blessi Giorgio
<b>Module:</b>	/
<b>Lecturer other module:</b>	/
<b>Credit Points:</b>	6
<b>Total lecturing hours:</b>	30 lect + 15 lab
<b>Total Hours of availability for students and tutoring:</b>	
<b>Office hours:</b>	from Monday to Friday on request
<b>Attendance:</b>	according to the regulations
<b>Teaching Language:</b>	English
<b>Propaedeutic course:</b>	
<b>Course description:</b>	<p>The course foresees to introduce students to marketing theory and communication instruments.</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. In addition, a specific focus will be devoted to the communication policies and instruments.</p> <p>The second block is specifically devoted a project work phase, during which students will develop a marketing plan.</p>
<b>Specific educational objectives:</b>	<ul style="list-style-type: none"> <li>• <i>area characterization</i></li> <li>• <i>the scientific area Economics, SECS-P/08</i></li> </ul> <p><i>The course is designed for acquiring professional skills and knowledge.</i></p> <p><i>The educational objective is directed to provide a professional approach to marketing discipline.</i></p>
<b>List of topics covered:</b>	<ul style="list-style-type: none"> <li>• Marketing approach, definition, evolution;</li> <li>• Consumer behaviour, market, environment;</li> <li>• Fundamentals: positioning, targeting, segmentation objectives definitions and investments;</li> <li>• Marketing mix;</li> <li>• Integrated communication: above the line e below the line;</li> <li>• Advertisement and promotion to consumers;</li> <li>• Marketing plan</li> </ul>
<b>Teaching format:</b>	Lectures, exercises, case analysis and discussion

<p><b>Learning outcomes:</b></p>	<p><b>1. Knowledge and understanding:</b></p> <ul style="list-style-type: none"> <li>• Be able to understand the general context where the organization operates</li> <li>• Be able to understand the different phases of a marketing plan</li> </ul> <p><b>2. Applying knowledge and understanding:</b></p> <ul style="list-style-type: none"> <li>• Be able to apply basic method and instruments for a marketing plan</li> </ul> <p><b>3. Making judgments</b></p> <ul style="list-style-type: none"> <li>• Be able to judge case studies and the risk/opportunity for a marketing decision</li> </ul> <p><b>4. Communication skills</b></p> <ul style="list-style-type: none"> <li>• Be able to prepare a marketing communication</li> </ul> <p><b>5. Learning skills</b> Be able to expand and deepen the knowledge acquired on the field</p>
<p><b>Assessment:</b></p>	<p>The assessment consists in a choice between the two options:</p> <ul style="list-style-type: none"> <li>- 1. <b>Written exam</b> for the part 1 and 2</li> <li>- 2. <b>Written project work -Lab:</b> project work mandatory also for those who are not attending the Lab for the part 3</li> </ul> <p><b>Dublin descriptors:</b> all 5</p>
<p><b>Evaluation criteria and criteria for awarding marks:</b></p>	<ul style="list-style-type: none"> <li>- 1. Written exams open question (criteria for evaluations are: appropriate understanding, logical structure, autonomous judgment, richness of examples). This part weights for the 75%.</li> <li>- 2. Written project work (clear presentation, logical structure, autonomous elaboration and judgment are the criteria for evaluation). This part weights for the 25%.</li> </ul>
<p><b>Required readings:</b></p>	<p><b>1- Kotler Keller: Marketing Management (any edition) Chapters:</b></p> <ul style="list-style-type: none"> <li>• 1, Defining Marketing for the New Realities</li> <li>• 2, Developing Marketing Strategies and Plans</li> <li>• 3, Collecting Information and Forecasting Demand</li> <li>• 6, Analyzing Consumer Markets</li> <li>• 8. Identifying Markets Segments and Targets</li> <li>• 10. Crafting the Brand Positioning</li> <li>• 11. Competitive Dybanmics</li> <li>• 14, Developing Pricing Strategies and Programs</li> <li>• 17, Designing and Managing Integrated Marketing Communications</li> </ul> <p><b>2 - Perloff Jeffrey: Microeconomics, sections:</b></p> <ul style="list-style-type: none"> <li>• 1.1 / 2.1 / 2.2 / 3.2 / 4.1 / 4.2 / 4.3 / 7.1 / 7.2 / 7.3</li> </ul>
<p><b>Supplementary readings:</b></p>	<p>Will be provided during the course</p>