

General Information	
Academic subject	MARKETING
Degree course	Business Strategy and Management
Curriculum	
ECTS credits	9
Compulsory attendance	No
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	Cesare Amatulli	cesare.amatulli@uniba.it	SECS-P/08

ECTS credits details			
Basic teaching activities			

Class schedule	
Period	First semester
Year	Ist
Type of class	Lectures, seminars, assignments

Time management	
Hours	225
In-class study hours	72
Out-of-class study hours	153

Academic calendar	
Class begins	September 13, 2021
Class ends	December 23, 2021

Syllabus	
Prerequisites/requirements	
Expected learning outcomes (according to Dublin Descriptors)	<p><i>Knowledge and understanding</i> The Marketing course will convey specific knowledge regarding: the meaning of marketing, its evolution, the marketing methods to analyse consumer behaviour, the market segmentation, the targeting phases, the positioning of the offering, the marketing mix, the peculiarities of marketing management for luxury goods and affluent customers. In particular, the course is aimed at improving the analytical skills related to the understanding of different business sectors, different types of customers and different ways to position the brand. Moreover, through field group assignments, participants will have the opportunity to better understand some contents covered during the course.</p> <p><i>Applying knowledge and understanding</i> Participants will have the opportunity to apply the learned marketing theories to a specific marketing problem; they will be asked to identify the right marketing strategy. Participants will have the advantage to analyze such implementations with interactive discussions on specific case studies. The aim of the instructor is to develop, at the same time, technical and practical skills, which may help participants in solving real issues related to marketing management. Moreover, the course will include the participation of some managers from</p>

	<p>different sectors with the aim to motivate participants and stimulate critical thinking about current marketing-related criticalities, for instance regarding different kind of strategies and the evolution of the consumers' purchasing drivers. Thus, improving the understanding skills of participants and their ability to apply theoretical and methodological knowledge to reality.</p> <p><i>Making informed judgements and choices</i> The course is aimed at stimulating the analytical capabilities of participants through the interaction with the instructor on the covered topics. In particular, participants will be asked to define their evaluations about the "value proposition" of real brands. Participants will be asked to use all the contents discussed during the course to formulate some strategic propositions based on decisions which may be justified. Moreover, through potential group assignments, participants may be asked to design marketing tactics for leading companies. Participants must be able to justify such decisions by supporting them with empirical data. Having participants able to make informed judgements and choices, as real marketing managers and brand developers, is the final goal of the course.</p> <p><i>Communicating knowledge and understanding</i> At the end of the course, participants will have a broad knowledge about the meaning of marketing management, the specific terminology used by marketers and the most common ways to present a marketing plan. In particular, through the group assignments, participants will learn about how to prepare written reports and oral presentations. In this way, students will have the opportunity to practice, by following the guidelines of the instructor, the best communication techniques to attract and convince the audience, to justify the marketing choices and to develop a positive attitude towards their own marketing decisions. Therefore, the final aim of the course is to improve the questioning, listening and responding capabilities of participants. Students will feel more confident with potential circumstances they may face in real working contexts related to marketing management.</p> <p><i>Capacities to continue learning</i> The course will cover the peculiar topics of marketing and will give participants the opportunity to develop their analytical skills and to face managerial situations where the use of marketing may be crucial.</p>
<p>Contents</p>	<ul style="list-style-type: none"> • Marketing Processes • Marketing Orientation • Market Demand Analyses • Consumer Behavior • Marketing Research • Market Segmentation • Market Selection (Targeting)

	<ul style="list-style-type: none"> • Brand and Positioning • Basis of Brand Management • Differentiation and Value Proposition • Product Management • Distribution and Retailing • Channel Management • Marketing Communication • Digital Marketing • Pricing • Marketing Plans
Course program	
Bibliography	Kotler P., Keller K.L, Ancarani F., Costabile M. (2018), <i>Marketing Management</i> , Milano: Pearson.
Notes	
Teaching methods	Lectures, seminars, assignments
Assessment methods	Written exam
Evaluation criteria	<p><i>Knowledge and understanding</i> Students will be asked to demonstrate that they know the principles and the theories of the discipline.</p> <p><i>Applying knowledge and understanding</i> Students will be asked to demonstrate that they know how to apply the principles of marketing to real business cases and how to use some specific methods to analyse the market.</p> <p><i>Making informed judgements and choices</i> Students should show a good critical capacity, which is fundamental to be successful in marketing management.</p> <p><i>Communicating knowledge and understanding</i> Students must show an improvement in terms of communication skills; demonstrating, for instance, that they are able to effectively present results of specific group assignments.</p> <p><i>Capacities to continue learning</i> Students will have to show that they have learned how to be autonomous in improving their managerial skills.</p>
Further information	