

**COURSE OF STUDY: Laurea Magistrale in Strategie d'Impresa e Management**
**ACADEMIC YEAR: 2023-2024**
**ACADEMIC SUBJECT: MARKETING**

General information	
Year of the course	II year
Academic calendar (starting and ending date)	I semester (11/09/2023 – 22/12/2023)
Credits (CFU/ETCS):	8
SSD	SECS-P/08
Language	Italian
Mode of attendance	Attendance is recommended

Professor/ Lecturer	
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Department and address	Via Lago Maggiore angolo via Ancona - 74121 Taranto Room n. 7
Virtual room	Microsoft Teams (room of the course; code: nvgr1b5)
Office Hours (and modalities: e.g., by appointment, on line, etc.)	Tuesday 14.00-15.00, Wednesday: 14.00-15.00, online on Microsoft Teams (room of the course; code: nvgr1b5)

Work schedule			
Hours			
Total	Lectures	Hands-on (laboratory, workshops, working groups, seminars, field trips)	Out-of-class study hours/ Self-study hours
200	64		136
CFU/ETCS			
8			

<b>Learning Objectives</b>	The course traces the strategic and operational aspects of marketing, highlighting both its scientific value and its centrality within companies. In particular, the course focuses on the new and evolved meanings of marketing, demand analysis, customer relationship building, the role of the brand, product distribution, new multimedia channels and the evolution of marketing together to digital. The course is also characterized by the exploration of the various themes through a particular and useful point of view, that of luxury marketing.
<b>Course prerequisites</b>	Basic knowledge on business administration, statistics and management.

<b>Teaching strategies</b>	Lectures (potential application of the “flipped classroom” approach), exercises, discussions, case studies.
<b>Expected learning outcomes in terms of</b>	
<b>Knowledge and understanding on:</b>	Students will be asked to demonstrate that they know the principles and the theories of the discipline.

<b>Applying knowledge and understanding on:</b>	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 analyze the market.
<b>Soft skills</b>	<ul style="list-style-type: none"> <li>• <i>Making informed judgments and choices</i> Students should show a good critical capacity, which is fundamental to be successful in marketing management.</li> <li>• <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 potential group assignments.</li> <li>• <i>Capacities to continue learning</i> Students will have to show that they have learned how to be autonomous in improving their managerial skills.</li> </ul>
<b>Syllabus</b>	
<b>Content knowledge</b>	Specifically, the course focuses on the following topics: <ul style="list-style-type: none"> <li>• Marketing Processes</li> <li>• Marketing Orientation</li> <li>• Market Demand Analyses</li> <li>• Consumer Behavior</li> <li>• Marketing Research</li> <li>• Market Segmentation</li> <li>• Market Selection (Targeting)</li> <li>• Brand and Positioning</li> <li>• Basis of Brand Management</li> <li>• Differentiation and Value Proposition</li> <li>• Product Management</li> <li>• Distribution and Retailing</li> <li>• Channel Management</li> <li>• Marketing Communication</li> <li>• Digital Marketing</li> <li>• Pricing</li> <li>• Marketing Plans</li> </ul>
<b>Texts and readings</b>	Kotler P., Keller K.L, A. Chernev, Ancarani F., Costabile M. (2022), <i>Marketing Management</i> , Pearson.
<b>Notes, additional materials</b>	The learning process is based on attending classes and studying the textbook, with also the support of slides shared by the professor.
<b>Repository</b>	The slides will be shared by the professor during the course and through a digital folder.
<b>Assessment</b>	
<b>Assessment methods</b>	In general, the student is asked to understand the ways in which marketing exerts its influence on consumer experiences, in the light of the changes that have taken place in the current globalized society. The course is, therefore, aimed at verifying the student's learning on the foundations of marketing management, as well as on the reference models for interpreting its processes, tools and techniques. The aim of the course is to provide students with essential marketing knowledge, deepening the numerous multidisciplinary references,

	<p>which allow them to rigorously face decisions relating to the management of exchange processes, the market and competition. The didactic positioning of the course, therefore, is defined so as to train both students interested in acquiring a basic background for subsequent marketing specialization courses and students capable of integrating, with the specialized skills acquired, in managerial realities. In particular, the course aims to make students understand:</p> <ul style="list-style-type: none"> <li>• How companies can analyze market demand;</li> <li>• The dynamics of consumer purchasing behavior and those underlying the development of customer relationships;</li> <li>• The logic and methods by which marketing research is conducted;</li> <li>• The process of analysis and definition of marketing strategies with reference to the segmentation-targeting-positioning trilogy;</li> <li>• The management of products, brands, distribution channels, marketing communications and pricing policies;</li> <li>• Marketing planning models and processes;</li> <li>• Models and tools for measuring marketing performance;</li> </ul> <p>The paradigms of marketing through the exploration of the complex fashion/luxury sector and the urgent need for sustainable development, in order to be able to face and manage the correct balance.</p> <p>The final exam is in written form (with both multiple-choice questions and open questions that simulate a job interview), to be carried out in a maximum time of one hour. Individual or group work may be carried out, prior to the final exam, which the teacher may take into account.</p>
Assessment criteria	<ul style="list-style-type: none"> <li>• <i>Knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ The student must demonstrate knowledge of the principles and theories underlying the discipline.</li> </ul> </li> <li>• <i>Applying knowledge and understanding</i> <ul style="list-style-type: none"> <li>○ The student will have to demonstrate that he/she is able to apply the principles of marketing to practical cases and will also have to be able to apply some methods of analysis used in marketing.</li> </ul> </li> <li>• <i>Autonomy of judgment</i> <ul style="list-style-type: none"> <li>○ The student will have to demonstrate that he/she has developed a good critical ability, essential for the choices underlying the marketing paths.</li> </ul> </li> <li>• <i>Communication skills</i> <ul style="list-style-type: none"> <li>○ The student will have to demonstrate that he/she has improved his/her presentation skills, in terms of clarity, completeness and ability to summarize.</li> </ul> </li> <li>• <i>Capacities to continue learning</i> <ul style="list-style-type: none"> <li>○ The student must demonstrate that he/she understands how to intervene, in an autonomous and relevant way, within teams dedicated to the development of corporate marketing.</li> </ul> </li> </ul>
Final exam and grading criteria	<p>The final exam is in written form, to be carried out in a maximum of one hour and in closed-book mode. Typically, the test consists of three open questions (each answer can give up to 4 points) and nine multiple-choice questions (each correct answer is worth 2 points; wrong answers do not give a penalty). The final mark is given out of thirty. The exam is considered passed when the grade is</p>

	greater than or equal to 18. Individual or group work may be carried out, prior to the final exam, which the teacher may take into account. There are no intermediate tests or pre-appeals.
<b>Further information</b>	
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