

General Information	
Academic subject	Introduction to marketing
Degree course	BA in Marketing and Business Communication
Curriculum	
ECTS credits	8
Compulsory attendance	No
Language	Italiano

Subject teacher	Name Surname	Mail address	SSD
	Luca Petruzzellis	luca.petruzzellis@uniba.it	SECS-P/08

ECTS credits details			
Basic teaching activities	Lectures	Tutorials	Seminars

Class schedule	
Period	1st semester
Year	2nd
Type of class	Lectures – workshops Classes will be blended, both in person (aula 3) and online (platform Microsoft TEAMS – code yooqvcs)

Time management	
Hours	64
Hours of lectures	48
Tutorials and lab	16

Academic calendar	
Class begins	September 28, 2020
Class ends	December 18, 2020

Syllabus	
Prerequisites/requirements	Students are required to take the course of Accounting. It is also suggested to have notions of Microeconomics, Industrial Economics, Statistics I and Mathematics, plus a good knowledge of the English language.
Expected learning outcomes	<p>The course aims to provide the basic concepts of marketing, that is the tools by which the company defines its presence on the market and conquers customer preferences. At the end of the course the student will have the marketing tools that further develop their problem-solving skills.</p> <p>The course uses a interactive teaching methods that aim to transfer students marketing knowledge and develop attitudes and skills of listening, strategic thinking, team working, leadership and participation. The theoretical concepts will be complemented by practical evidence, through the study and discussion of case studies and discussions with executives of multinational companies. Active participation in lectures and cases discussions will influence the final grade, therefore "intelligent" participation in the course is encouraged. Through the project work and the in-class interactions students will improve their communication skills so that they can</p>

	explain and sustain their marketing ideas/opinions, and their judgement abilities by interacting and discussing with other students.
Contents	The course revolves around the strategic and operative dimensions of marketing, the analysis of the marketing choices and the activities that derive from them. The typical tools with which companies position on the market and win consumer preferences will be analyzed: product, price, placement and promotion.
Course program	
Course material	<p>Kerin R.A., Hartley S.W., Berkowitz E.N., Rudelius W., <i>Marketing</i>, Mc Graw Hill, 4th ed., 2020 (capp. 1, 2, 3, 4, 6, 9, 10, 11, 12, 14, 15, 16, 18, 19, 20, 22, 23).</p> <p>Handouts and coursepack can be downloaded at https://elearning.uniba.it/</p> <p>To access Moodle students must use their ESSE3 credentials to log in and the course password is MCA2020</p> <p>Suggested reading: Chernev A., <i>Strategic Marketing Management</i>, Cerebellum Press, 2008</p>
Notes	To prepare for the written exam it is strongly suggested to get the previous exams sheets with solutions from the Department secretary office
Teaching methods	The course uses interactive methods: lectures with discussions, student presentations, tutorials and marketing managers' presentations.
Assessment methods	<p>For <i>attending</i> students:</p> <ul style="list-style-type: none"> • projectwork (35%): the grade will be weighed according the peer evaluation, which will account for 0.10 on the group grade. • written exam (50%): 4 quantitative exercises. The exam lasts 70 minutes. The attending option is valid on for the first 3 exam sessions. It is necessary to get a minimum score of 15 to pass to the oral exam. • oral exam (15%) <p>For <i>non attending</i> students:</p> <ul style="list-style-type: none"> • written exam (50%): 4 quantitative exercises + open questions on a case given at the beginning of the exam. The exam lasts 70 minutes. It is necessary to get a minimum score of 15 to pass to the oral exam. • oral exam (50%) <p>The exam is a close text book.</p>
Evaluation criteria	<p>Students will be able to:</p> <ul style="list-style-type: none"> - Explain how marketing puts the customer at the center of every activity and in the quest for profitability - Identify the basic marketing strategies, and demonstrate their rationale. - Identify and analyze the marketing problems; develop creative solutions to tackle them; articulate the reasons for choosing different solutions - Make effective presentations to convince a target

	<ul style="list-style-type: none">- Develop a coherent marketing plan for a product and provide effective motivation for your chosen strategies- Develop team work skills effectively- Solve quantitatively marketing problems (eg. Profitability of a promotion, a marketing choice, market share, and of a strategy, etc. etc.)
Further information	<p>Students in class have to respect a code of conduct due to the COVID-19.</p> <p>They have to book their seats through the app PRENOTOUNIBA https://www.uniba.it/coronavirus/fase-3-misure-di-prevenzione-da-contagio-covid-19/app-prenota-uniba</p> <p>Wear a face mask, respect social distancing and all the other norms to safeguard the health of all the people involved.</p>

Course schedule*

Session	Date	Contents	Students' tasks [#]
S1	28/9	Course overview & Basic concepts	Read Chap. 1 & 2
	30/9	Strategic & marketing planning	Fill in the personal profile sheet Read Chap. 3 & 4
S2	5/10	Consumer behavior Project work briefs	Read Chap. 6
	7/10	Consumer behavior	Make teams
W1	6/10	Workshop SisalPay – Go Beyond	Online
S3	12/10	Marketing research+ Segmentation	Read Chap. 9 & 10
	14/10	Segmentation	
E1	19/10	Tutorial + Review for the project	
S4	21/10	Product: New Products	Read Chap. 11
	26/10	Product: PLC	
	28/10	Product: Branding	Read Chap. 12
E2	2/11	Tutorial	
S5	4/11	Price: determination	Read Chap. 14
	9/11	Price: Strategies	Read Chap. 15
E3	11/11	Tutorial	
S6	16/11	Placement: Distribution channels	Read Chap. 16
	18/11	Placement: Retail	Read Chap. 18
S7	23/11	Communication: Communication process	Read Chap. 19
	25/11	Communication: Advertising	Read Chap. 20
E4	30/11	Tutorial	
S7	2/12	Digital Marketing	Read Chap. 22 & 23
E5	9/12	Tutorial	Hand in Projectwork
	14/12		
	16/12		

* The schedule could be subject to changes that will be communicated immediately.

Project work

A substantial component of this course will be a team-based project that involves a real brand at a real company. This project will run throughout the whole semester, and will conclude with your presentation of the project.

You will have a chance to apply the material discussed in class to a real world project, thus experiencing what it actually means to work as a marketing manager. By the end of the semester, you will be fully proficient in the “language” of marketing, and will have developed a unique portfolio of marketing skills. The project you develop during this course will also serve as a tremendous asset to reference during your job interviews, to demonstrate analytical, organizational and creative skills, as well as the ability to work in a team.

Groups will be formed on the first day of class. Try to choose your group not on a relational or geographic proximity but on competences and abilities as it would happen in a company. Each group will receive a brief from a company detailing their marketing challenge. Throughout the semester, as the course progresses covering different topics, you and your team will work on building your project. You and your team are expected to work on different components of the project weekly. This project will conclude a presentation that should include the following:

- 1) *Company and Product Description*, in which you have to describe (a) the company briefly making reference to the industries that it operates in, its products, its market share(s), trends in sales etc. and (b) the product idea/concept highlighting benefits and value for customers. Also state marketing objectives with respect to market share, sales, or profits. Debate whether these goals are realistic, etc...
- 2) *Market analysis*, in which you have to analyze the environment and above all the consumers. This part will be evaluated based on the breadth and depth of the data collected, as well as the relevance and soundness of the insights derived.
- 3) *Target market and positioning of the product*, in which you profile the intended target market for the product. Make sure that you use relevant psychographic variables to describe your target market so that one can assess the potential size of the segment. Explain your rationale underlying your target market selection. Explain how you will position the product to the target market: identify the most important product attribute(s) and where you want your product to be perceived by your target market with respect to these attributes.
- 4) *Marketing Mix Strategy*, in which you will describe your strategy in terms of product (if possible), Price, Distribution, Promotion) and justify the chosen strategies. This part will be evaluated based on its consistency with the marketing strategy, comprehensiveness, creativity and out-of-the-box thinking, and thoroughness of its budgeting and financial aspects.

Everyone in the group needs to participate in the presentation. Each group will have 15 minutes MAXIMUM for presentation. Criteria that I will use to assess the project are:

- Depth and accuracy of analysis,
- Creativity,
- Depth of justification for the analytical, strategic and marketing choices.

Groups are required to provide me with a 3 to 5 page executive summary of the project, including details on the 4 major points of the presentation. Groups should also provide as an attachment to the executive summary all the presentation material such as slides, references, commercial videos etc.

Important:

- * Go over the evaluation criteria listed above while you prepare for your project!
- * Practice as a group till you get the timing right.
- * Do not spend more than 5 minutes to discuss Parts 1 and 2. The bulk of the presentation should be on Parts 3 and 4.
- * Try to make the presentation to the point.

Peer Evaluation: Each group member will complete a peer evaluation form at the end of the semester. The evaluation form is available on Black Board. Team members receiving low scores from their team mates will be penalized accordingly, so their project grade will be reduced proportionally to the scores they receive.