

Bachelor Degree in Business Administration (Degree Code: L-18)
Marketing
A.Y 2021-2022, Course Year: II, I Semester, 9 ECTS Credits

Prof. Monia Melia

Course Information	Marketing - SSD: SECS-P/08 9 ECTS – 63 hours: Prof. Monia Melia Lesson period: I Semester, September – December 2021 A.Y. 2021/2022
Instructor Contacts	Prof. Monia Melia E-mail: monia.melia@unicz.it website http://www.diges.unicz.it/web/docenti/melia-monia/ Room 21 - DIGES Tel.: + 39 0961 3694974
Course Description	The course aims: i) to provide learners with the fundamental knowledge of marketing processes and tools; ii) to develop the operational skills for drawing up a marketing plan. The course has a strong practical and theoretical focus. It envisages a project work development and includes the participation of company testimonials.
Course goals and Expected Learning Outcomes (knowledge and understanding; Apply knowledge and understanding; Autonomy of judgment; Communication skills; Learning ability)	The course aims to: i) provide the necessary knowledge to understand and manage marketing processes according to customers and companies' perspectives; ii) provide the skills for the development of a marketing plan. The expected learning outcomes consist in the development of: i) appropriate basic knowledge; ii) ability to apply concepts, methods and tools; iii) ability to use, process and synthesize information; iv) ability to use the technical language in order to communicate clearly with specialist (managers, academics, experts) and non-specialist interlocutors; v) appropriate learning skills in order to independently investigate the changes taking place at global level of Marketing.
Program (Attending and non Attending students)	Topics covered are: - Marketing environment. - Consumer behaviour. - Segmentation, targeting and positioning. - The information system and market research. - Product, brand and packaging. - Pricing strategies. - Distribution. - Marketing communication and promotional tools. - Definition, implementation and control of marketing plans. - Services marketing. - Customer Relationship Marketing and Internet marketing.

	<ul style="list-style-type: none"> - Case studies <p>The development of a project work is part of the programme. It concerns the definition of a marketing plan for a specific product/service indicated by the lecturer at the beginning of the course. The project is not compulsory for out-of-course students.</p> <p>For the Erasmus students:</p> <ul style="list-style-type: none"> - Marketing environment. - Consumer behaviour. - Segmentation, targeting and positioning. - Product, brand and packaging leverage. - Pricing strategies. - Distribution. - Marketing communication and promotional tools.
Expected student workload	160 hours
Teaching Methods	<ul style="list-style-type: none"> - Lectures - Case study discussion - Seminars - Creative lab and project work
Learning resources (textbooks, eventual further readings useful to a reader seeking additional information)	<p>Textbook: Fondamenti di Marketing, Authors: Blyte, J., Cedrola E., Martin J., (2017) Publisher: Pearson Italia, Milano-Torino, 2017 Chapters: From 1 to 12 Case studies: From 1 to 14</p> <p>Attending students will be involved in project work activities.</p> <p>Teaching materials are available on the UMG e-learning platform. Project work materials are available on website www.premiomarketing.com.</p> <p>Lectures and the textbook are the primary sources of preparation for the final examination.</p> <p>Information about this course can be found at http://www.diges.unicz.it/web/docenti/melia-monia/</p>
Support activities	<p>Students will be supplemented by weekly tutorials dealing during A.Y.</p> <p>Students will be supplemented tutorials dealing during creative labs.</p>
Attendancy policy	<p>The attendancy policy is established by art. 8 of the University teaching regulation: http://www.unicz.it/pdf/regolamento_didattico_ateneo_dr681.pdf.</p>
Assessment methods	<p>Final Exam: written test (mandatory); oral exam (optional).</p>

The final exam assessment includes the evaluation of the Project work

The final exam will be graded according to the following table.

	Knowledge and comprehension	Analysis and synthesis	Use of bibliographic references
Fail	Important gaps/mistakes/lexical inaccuracies Confusion	Irrrelevant Inappropriate use of digressions and generalizations	Not able
18-20	Minimal orientation skills in the subject Evident imperfections/gaps	Barely sufficient	Barely sufficient
21-23	Superficial knowledge Serious imperfections	Correct method supported by coherent presentation/reasoning	Able
24-26	Good knowledge, albeit non supported by substantial critical/systematic ability	Correct method supported by coherent presentation/reasoning	Able
27-29	Remarkable knowledge, supported by orientation skills in the subject and considerable critical thinking	Correct method supported by coherent presentation/reasoning with hints of originality	Able to focus the subject logically and coherently.
30-30L	Excellent knowledge supported by outstanding orientation skills in the subject and profound critical thinking	Correct method supported by coherent presentation/reasoning with noticeable originality	Able to focus the subject logically and coherently.