

Bachelor Degree in Business Administration (Degree Code: L-18)
Management Case History
A.Y 2022-2023, Course Year: II, II Semester, 5 ECTS Credits

Prof. Lucio Iaccarino

Course Information	Management Case History - SSD: SECS-P/08 Insegnamento a libera scelta 5 ECTS – 35 hours: Prof. Lucio Iaccarino Lesson period: II Semester, March – May 2022 A.Y. 2022/2023
Professor Information	Prof.ssa Lucio Iaccarino E-mail: lucio.iaccarino@unicz.it website: https://www.diges.unicz.it/web/docenti/iaccarino-lucio/ Room n. 21 - Diges Tel.: 0961/3694974
Course Description	The course aims to address marketing management through a reasoned review of case studies, allowing the student to situate within concrete situations, the most useful tools for analyzing the competitive context in which different actors operate such as: professionals, small and medium-sized enterprises, large companies. The course is characterized by a strong propensity to introduce the student to concrete cases without giving up theoretical insights and contemplates the development of project work by attending students.
Course goals and Expected Learning Outcomes (knowledge and understanding; Apply knowledge and understanding; Autonomy of judgment; Communication skills; Learning ability)	<p>The purpose of the course is to offer students technical elements to evaluate the effectiveness of the brand through the study of concrete cases. The course offers the student a toolkit to analyze and evaluate the reputation of the brand and its popularity to make it competitive on the market.</p> <p>The expected learning outcomes concern the learners' ability to relate the strength of the brand to elements such as: i) storytelling; ii) brand memorability; iii) the emotional involvement of the consumer; vi) building digital and offline experiences; vii) content production; viii) brand extensions; ix) the involvement of human resources; x) the business model.</p> <p>The harmony between the brand and the business model is presented as a fundamental strategic element for raising marketing management performance. The course therefore pushes the student to re-build an ideal type of brand, capable of enhancing the strengths of products and services sold; to strengthen both online and offline sales channels; to strengthen the relationship of trust with various stakeholders (employees, suppliers, customers, partners, competitors); to respect the constraints imposed by the regulatory context; to make the most of the budget and all the company resources functional to marketing.</p>
Program (Attending and non Attending students)	Recurring elements in the case studies included in the program: The analysis of the aesthetic elements of the brand - the name - the logo - the payoff - the lettering

	<p>The analysis of the intangible elements of the brand</p> <ul style="list-style-type: none"> - philosophy - values - mission - vision <p>The implementation of tools that enhance the effectiveness of the brand</p> <ul style="list-style-type: none"> - business model - storytelling - offline advertising and campaigns - digital experience
Expected student workload	90 hours
Teaching Methods	<ul style="list-style-type: none"> - Lectures - Case study discussion - Seminars - Creative lab and project work (PW)
Learning resources (textbooks, eventual further readings useful to a reader seeking additional information)	<p>Textbook 1: Napoli Brand. The added value of the territory for the corporate identity. Author: L. Iaccarino. Publishing house: east of the equator, 2012.</p> <p>Textbook 2: I form in the South. Ethnography of a southern company. Author: L. Iaccarino. Publishing house: east of the equator, 2018.</p> <p>Case study materials are available on the UMG e-learning platform.</p> <p>Attending students will be involved in project work activities.</p> <p>Teaching materials are available on the UMG e-learning platform.</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 https://www.diges.unicz.it/web/docenti/carida-angela/</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>
Attendance policy	The attendance policy is established by art. 8 of the University teaching regulation: http://www.unicz.it/pdf/regolamento_didattico_ateneo_dr681.pdf .
Assessment methods	<p>Final Exam modalities depend on the evolution of the Covid-19 pandemic.</p> <ul style="list-style-type: none"> - Oral exam (mandatory). - Written test (mandatory) and oral exam (optional). This mode is only used for online exams when required by Covid-19 spread prevention measures. <p>Only students who have scored at least 16/30 will be eligible to take the optional supplementary oral exam.</p> <p>Attending students: the final exam assessment includes the evaluation of the PW.</p>

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.