Bachelor Programme in Business Administration
Marketing intelligence class
A.Y. 2021-2022, II Year, II Semester, 5 ECTS Credits
Prof. Ambra Altimari

Course Information	Marketing intelligence (SECS-P/08) 5 ECTS II semester – March-April 2023 A.Y. 2022/2023
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Course Description	The course is applied and involves the combination of theoretical and practical lessons during which students will be able to apply the acquired knowledge working on the individual steps of a market analysis.
Course goals and Expected Learning Outcomes (knowledge and understanding; Apply knowledge and understanding; Autonomy of judgment; Communication skills; Learning ability)	The course aims to provide learners with the basic knowledge (types of data, tools of analysis, and the presentation of results) necessary for the design and implementation of market analysis for business decisions. Learners are expected to develop: i) an adequate knowledge and understanding of the types of data analysis; ii) the ability to apply the tools according to the analysis needs; iii) the ability to prepare, summarise and present information and results; iv) ability to use technical language to clearly communicate with specialist (managers, academics, experts) and not specialists interlocutors; v) adequate learning skills to independently deepen the main market trends at a global level.
Program (Attending and not Attending students)	Course contents: - Types of data, main roles, and methods of analysis - Designing market research (objectives, methodologies, and deliverables) - Qualitative analysis (definition, data collection and data analysis, focus groups, in-depth interviews, observation) - Quantitative analysis (definition, data collection and data analysis, interviews, observation, surveys, store audits) - Reporting (designing a presentation, writing a report, graphic info, storytelling)
Expected student workload	The approximate estimation of the individual study hours required to learn the contents and to complete the market analysis (including laboratory mode) is about 100 hours.
Teaching methods	- Face-to-face lectures - Workshops (Project works)
Learning resources (textbooks, eventual further readings useful to a reader seeking additional information)	Readings and practical contents related to the workshops will be provided by the teacher and will remain available within the E-learning-UMG platform.
Support activities	The course includes practical lessons during which students will work with the support of the teacher.
Attendancy policy	The attendance policy is established by art. 8 of the University teaching regulation

		Knowledge and comprehension	Analysis and synthesis	Use of bibliographic references
Assessment methods	Fail	Important gaps/mistakes/ lexical inaccuracies Confusion	Irrilevant 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.
	30-30 cum laude	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.

The general policy is established by art. 22 of the University teaching regulation:
http://www.unicz.it/pdf/regolamento_didattico_ateneo_dr681.pdf

The course includes **intermediate evaluation tests** (attending students).
Final **oral** exam.

The table shows the evaluation criteria: