

Bachelor Degree in Business Administration (Degree Code: L-18)
Marketing
A.Y 2023-2024, Course Year: II, II Semester, 9 ECTS Credits

Prof. Monia Melia

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| Course Information | Marketing - SSD: SECS-P/08 9 ECTS – 63 hours: Prof. Monia Melia Lesson period: II Semester, February – May 2024 A.Y. 2023/2024 |
| Instructor Contacts | Prof. Monia Melia E-mail: monia.melia@unicz.it website http://www.diges.unicz.it/web/docenti/melia-monia/ Room 24 - DIGES |
| 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 to communicate clearly with specialist (managers, academics, experts) and non-specialist interlocutors; v) appropriate learning skills to independently investigate the changes taking place at global level of Marketing. |
| Program (Attending and non Attending students) | Chapters: 1, 2, 3, 4, 6, 7, 8, 9, 11 Topics covered: - Marketing environment. - Consumer behaviour. - Segmentation, targeting and positioning. - Product, brand and packaging. - Price. - Distribution. - Promotion. - Services marketing. |

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| | <p>Case studies: 2, 3, 4, 5, 7, 10, 11</p> <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><u>For the Erasmus students</u> (Chapters: 1, 2, 3, 4, 6, 7, 8, 9)</p> <p>Topic covered:</p> <ul style="list-style-type: none"> - Marketing environment. - Consumer behaviour. - Segmentation, targeting and positioning. - Product, brand and packaging leverage. - Price. - Distribution. - Promotion. |
| 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</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> |
| Attendance policy | <p>The attendance 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 |
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| 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. |