



Università degli Studi della Basilicata

DIPARTIMENTO DI MATEMATICA, INFORMATICA ED ECONOMIA

COURSE: MARKETING

ACADEMIC YEAR: 2019-2020

TYPE OF EDUCATIONAL ACTIVITY: (Basic)

TEACHER: prof. Carla Rossi

e-mail: carla.rossi@unibas.it

website: docenti.unibas.it

phone: 0971-205412

Language: Italian

ECTS: 10

n. of hours: 70

Campus: Potenza
Dept./School: Dimie
Program: Economia Aziendale

Semester: II

EDUCATIONAL GOALS AND EXPECTED LEARNING OUTCOMES

The course is aimed at introducing the students to the key elements in developing market analysis, marketing strategy and planning a marketing program. Lessons will be focused on:

- Marketing: definition and evolution;
- Market analysis and consumer needs;
- Value and value co-creation;
- Strategic marketing;
- The four "Ps" (the marketing mix);
- The "new" marketing: experiential, relational and collaborative;
- The marketing plan.

The course intends to enhance students' problem-solving abilities in operational areas of marketing by providing them with a set of analytical tools (i.e., frameworks, concepts, models, and techniques). To accomplish these objectives, we will use a combination of lectures and case studies, in order to stimulate and reinforce learning. Class participation is therefore an important component of the class: class participation is measured by the quality as well as the quantity of each student's input. Students should attend the course only if they already passed the Business Management (E.G.I.) examination.

PRE-REQUIREMENTS

Student should have acquired basic knowledge of business management. Students should have already passed the Business Management (E.G.I.) examination.

SYLLABUS

- The role of marketing and its dimensions: analytical, strategic, operational;
 - Consumer behavior analysis;
 - Market analysis and strategic choices of segmentation, targeting and positioning;
 - Marketing research ;
 - The product as a set of attributes and the role of experiences in enriching the product;
 - Brand management and brand equity;
 - The price management;
 - The marketing communication;
 - The distribution channels;
 - Customer satisfaction, customer loyalty and relationship marketing;
 - The value for the customer and its co-creation: the interaction with the consumer on the web;
 - Service Marketing;
 - The Marketing Plan and the relationship between Marketing and overall strategic decisions.
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TEACHING METHODS

The course includes 70 hours of classroom lectures, exercises and case studies (individual and group project work). Exercises and project work will also be completed at home by the participants and then discussed in class.

EVALUATION METHODS

Learning outcomes evaluation is made through written (and oral) examination. In the first instance, there is a written test that is structured in the following manner:

- 6 multiple choice questions, with three possible answers, but only a correct one (one point if the answer is correct; - 0.25 in case of error);
- 6-8 open or semi-open questions (from 2 to 3 points);
- 2 exercises on management techniques (from 3 to 5 points).

The different methods of assessment are intended to verify the acquisition by the student of:

- theoretical knowledge related to the discipline;
- the ability to master and use the technical and operational tools associated with it;
- adequate "communication skills" necessary to express properly, and with a vocabulary relevant to the discipline, the knowledge acquired.

The different sections of the test (multiple choice, open questions and exercises) are combined so that the total sum of the scores, if the answers are all correct, generate a higher rating to 30. The positive differential creates the conditions for the attribution of praise.

The final evaluation is the result of an average "weighted" between the written exam (weight: 85%) and voting of the oral exam (15%). Students can not pass the exam if the vote of the written test turns out to be quite inadequate. The time allocated for the test is 45-50 minutes.

To take part to the exam it is essential to book online, using Esse3 system and exhibit, in addition to the booklet, a valid identity document.

TEXTBOOKS AND ON-LINE EDUCATIONAL MATERIAL

Erasmus Students can study the English edition of the Textbook

- "Marketing", di P. Peter, J. Donnelly, C. A. Pratesi, editore: McGraw Hill, 2017.

(with the exception of chapter 18)

- "Marketing collaborativo e online value co-creation. L'impresa e la sfida del consumatore produttivo", di C. Rossi, editore: Franco Angeli, 2014. *Only the following parts are to be studied:*

- Chapter 2 – paragraphs 3, 5, 6, 6.1, 6.4, 6.5, 6.7;
- Chapter 3 – par. 1, 1.1, 2;
- Chapter 4 – par. 2, 3, 3.1, 3.2, 4, 5, 6;
- Chapter 5 – par. 2.1, 2.2, 3, 3.1, 3.2, 4.

Transparencies of the lectures are made available, only to attending students. Transparencies constitute only a reference for the study and are not intended to replace, in any way, the suggested textbooks.

Some additional readings, aimed at deepening the following topics, are suggested to students, especially to the non-attending ones:



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1. The potential market and the market share (S. Castaldo, "Marketing e Fiducia", Il Mulino, 2009, pages 51 to 56; 63 to 65),
 2. Segmentation ex-ante and ex-post (S. Castaldo, pages 159 to 165),
 3. The buying process and the degree of involvement of the consumer (S. Castaldo, pages 82 to 90),
 4. The laddering technique and means-end chain (D. Dalli, D. Romano, "Il comportamento del consumatore", Franco Angeli, 2013, from p. 101 p. 106),
 5. The consumer evaluation process: compensatory and non-compensatory models (S. Castaldo, pages 101 to 107),
 6. Marketing research: primary and secondary data, exploratory research, descriptive and causal, data collection techniques (S. Castaldo, pages 493 to 498),
 7. The experiential marketing: definition of experience, strategic experiential modules and ExPro (Ferraresi and Schmitt, "Marketing esperienziale", Franco Angeli, 2009, from p. 55 to p. 96),
 8. Cannibalization Risks (S. Castaldo, pages 188-196),
 9. Determination of the price based on the customer value (S. Castaldo, pages 218 to 220),
 10. The communications objectives: Hierarchy Effect Framework (S. Castaldo, pages 241 to 247)
 11. Probabilistic and non-probabilistic sampling. Measurement scales (online material)
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INTERACTION WITH STUDENTS

The teacher receives students every Wednesday, from 12 a.m. to 14, in room 95 of the building 2DI of Macchia Romana Campus in Potenza.

The teacher regularly interacts with students by e-mail (carla.rossi@unibas.it) provided that students, in directing their messages, respect the basic rules of written communication and netiquette.

EXAMINATION SESSIONS (FORECAST)¹ in 2020

05/02/2020, 25/03/2020 (reserved to students enrolled in supplementary years), 13/05/2020, 01/07/2020, 15/07/2020, 23/09/2020, 18/11/2020

SEMINARS BY EXTERNAL EXPERTS YES NO

Entrepreneurs and managers are invited in class to tell their case history, presenting their main marketing decisions. These activities have to be scheduled in the second half of June, when the classroom has reached a sufficient level of familiarity with the issues related the marketing management process.

FURTHER INFORMATION

¹ Subject to possible changes: check the web site of the Teacher or the Department/School for updates.