

Syllabus

Kursbeschreibung

Titel der Lehrveranstaltung	Marketing und Kommunikation
Code der Lehrveranstaltung	17320
Zusätzlicher Titel der Lehrveranstaltung	
Wissenschaftlich-disziplinärer Bereich	ECON-07/A
Sprache	Englisch
Studiengang	Bachelor in Kommunikations- und Kulturwissenschaften
Andere Studiengänge (gem. Lehrveranstaltung)	
Dozenten/Dozentinnen	Dr. Giorgio Tavano Blessi, GTavanoBlessi@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/16595
Wissensch. Mitarbeiter/Mitarbeiterin	
Semester	Erstes Semester
Studienjahr/e	1
KP	6
Vorlesungsstunden	30
Laboratoriumsstunden	15
Stunden für individuelles Studium	105
Vorgesehene Sprechzeiten	18
Inhaltsangabe	The course foresees to introduce students to marketing theory and hints concerning communication instruments. The course is divided in two parts: the first block introduces the fundamentals of general economics (demand, supply, market, behaviors) and marketing. In relation to marketing, methods and techniques to elaborate a marketing strategy starting from marketing objectives. In addition, a specific focus will be devoted

	to the communication policies and instruments. The second block is specifically devoted a project work phase, during which students will develop a marketing plan.
Themen der Lehrveranstaltung	- Economics, Demand and Consumer behaviour, market, environment; - Marketing approach, definition, evolution; - Fundamentals: positioning, targeting, segmentation objectives definitions and investments; - Marketing mix; - Integrated communication: above the line e below the line; - Advertisement and promotion to consumers; - Marketing plan
Stichwörter	Economics Demand Supply Behaviour Marketing
Empfohlene Voraussetzungen	
Propädeutische Lehrveranstaltungen	
Unterrichtsform	Lectures, exercises, case analysis and discussion
Anwesenheitspflicht	In accordance with the regulation
Spezifische Bildungsziele und erwartete Lernergebnisse	- area characterization - the scientific area Economics, SECS-P/08 The course is designed for acquiring professional skills and knowledge. The educational objective is directed to provide a professional approach to marketing discipline. 1. Knowledge and understanding: - Be able to understand the general context where the organization operates - Be able to understand the different phases of a marketing plan 2. Applying knowledge and understanding:

	- Be able to apply basic method and instruments for a marketing plan 3. Making judgments - Be able to judge case studies and the risk/opportunity for a marketing decision 4. Communication skills - Be able to prepare a marketing communication 5. Learning skills - Be able to expand and deepen the knowledge acquired on the field
Spezifisches Bildungsziel und erwartete Lernergebnisse (zusätzliche Informationen)	
Art der Prüfung	The assessment consists in: - 1. Written exam (questions / exercises); - 2. Written project work -Lab: project work mandatory also for those who are not attending the Lab for the part 3 Dublin descriptors: all 5
Bewertungskriterien	- 1. Written exams open or close questions (criteria for evaluations are: appropriate understanding, logical structure, autonomous judgment, richness of examples). This part weights for the 75%. - 2. Written project work (clear presentation, logical structure, autonomous elaboration and judgment are the criteria for evaluation). This part weights for the 25%.
Pfichtliteratur	1-Kotler Keller: Marketing Management (Kotler, P., & Keller, K. L. (2012). Marketing Management: Philip Kotler, Kevin Lane Keller. Pearson - ISBN 978-0-13-210292-6) Chapters: • 1, Defining Marketing for the New Realities • 2, Developing Marketing Strategies and Plans • 3, Collecting Information and Forecasting Demand • 6, Analyzing Consumer Markets • 8. Identifying Markets Segments and Targets

	• 10. Crafting the Brand Positioning • 11. Competitive Dynamics • 14, Developing Pricing Strategies and Programs • 17, Designing and Managing Integrated Marketing Communications 2-Perloff Jeffrey: Microeconomics (Perloff, Jeffrey M. (2012) Microeconomics / Jeffrey Perloff.—6th ed. ISBN 978-0-13-139263-2) Sections: • 1.1 / 2.1 / 2.2 / 3.2 / 4.1 / 4.2 / 4.3 / 7.1 / 7.2 / 7.3
Weiterführende Literatur	Will be provided during the course
Weitere Informationen	
Ziele für nachhaltige Entwicklung (SDGs)	Menschenwürdige Arbeit und Wirtschaftswachstum