

# Syllabus

## *Course Description*

Course Title	Marketing and communication
Course Code	17320
Course Title Additional	
Scientific-Disciplinary Sector	SECS-P/08
Language	English
Degree Course	Bachelor in Communication Sciences and Culture
Other Degree Courses (Loaned)	
Lecturers	Dr. Giorgio Tavano Blessi, GTavanoBlessi@unibz.it <a href="https://www.unibz.it/en/faculties/education/academic-staff/person/16595">https://www.unibz.it/en/faculties/education/academic-staff/person/16595</a>
Teaching Assistant	
Semester	First semester
Course Year/s	1
CP	6
Teaching Hours	30
Lab Hours	15
Individual Study Hours	105
Planned Office Hours	18
Contents Summary	<p>The course foresees to introduce students to marketing theory and hints concerning communication instruments.</p> <p>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.</p> <p>The second block is specifically devoted a project work phase, during which students will develop a marketing plan.</p>

<b>Course Topics</b>	<ul style="list-style-type: none"> <li>- Economics, Demand and Consumer behaviour, market, environment;</li> <li>- Marketing approach, definition, evolution;</li> <li>- Fundamentals: positioning, targeting, segmentation objectives definitions and investments;</li> <li>- Marketing mix;</li> <li>- Integrated communication: above the line e below the line;</li> <li>- Advertisement and promotion to consumers;</li> <li>- Marketing plan</li> </ul>
<b>Keywords</b>	<p>Economics</p> <p>Demand</p> <p>Supply</p> <p>Behaviour</p> <p>Marketing</p>
<b>Recommended Prerequisites</b>	
<b>Propaedeutic Courses</b>	
<b>Teaching Format</b>	Lectures, exercises, case analysis and discussion
<b>Mandatory Attendance</b>	In accordance with the regulation
<b>Specific Educational Objectives and Learning Outcomes</b>	<ul style="list-style-type: none"> <li>- area characterization</li> <li>- the scientific area Economics, SECS-P/08</li> </ul> <p>The course is designed for acquiring professional skills and knowledge.</p> <p>The educational objective is directed to provide a professional approach to marketing discipline.</p> <ol style="list-style-type: none"> <li>1. Knowledge and understanding: <ul style="list-style-type: none"> <li>- Be able to understand the general context where the organization operates</li> <li>- Be able to understand the different phases of a marketing plan</li> </ul> </li> <li>2. Applying knowledge and understanding: <ul style="list-style-type: none"> <li>- Be able to apply basic method and instruments for a marketing plan</li> </ul> </li> <li>3. Making judgments <ul style="list-style-type: none"> <li>- Be able to judge case studies and the risk/opportunity for a marketing decision</li> </ul> </li> </ol>

	<p>4. Communication skills</p> <ul style="list-style-type: none"> <li>- Be able to prepare a marketing communication</li> </ul> <p>5. Learning skills</p> <ul style="list-style-type: none"> <li>- Be able to expand and deepen the knowledge acquired on the field</li> </ul>
<b>Specific Educational Objectives and Learning Outcomes (additional info.)</b>	
<b>Assessment</b>	<p>The assessment consists in:</p> <ul style="list-style-type: none"> <li>- 1. Written exam (questions / exercises);</li> <li>- 2. Written project work -Lab: project work mandatory also for those who are not attending the Lab for the part 3</li> </ul> <p>Dublin descriptors: all 5</p>
<b>Evaluation Criteria</b>	<ul style="list-style-type: none"> <li>- 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%.</li> <li>- 2. Written project work (clear presentation, logical structure, autonomous elaboration and judgment are the criteria for evaluation). This part weights for the 25%.</li> </ul>
<b>Required Readings</b>	<p>1-Kotler Keller: Marketing Management (Kotler, P., &amp; Keller, K. L. (2012). Marketing Management: Philip Kotler, Kevin Lane Keller. Pearson - ISBN 978-0-13-210292-6)</p> <p>Chapters:</p> <ul style="list-style-type: none"> <li>• 1, Defining Marketing for the New Realities</li> <li>• 2, Developing Marketing Strategies and Plans</li> <li>• 3, Collecting Information and Forecasting Demand</li> <li>• 6, Analyzing Consumer Markets</li> <li>• 8. Identifying Markets Segments and Targets</li> <li>• 10. Crafting the Brand Positioning</li> <li>• 11. Competitive Dynamics</li> <li>• 14, Developing Pricing Strategies and Programs</li> <li>• 17, Designing and Managing Integrated Marketing</li> </ul>

	<p>Communications</p> <p>2-Perloff Jeffrey: Microeconomics (Perloff, Jeffrey M. (2012) Microeconomics / Jeffrey Perloff.—6th ed. ISBN 978-0-13-139263-2)</p> <p>Sections:</p> <ul style="list-style-type: none"> <li>• 1.1 / 2.1 / 2.2 / 3.2 / 4.1 / 4.2 / 4.3 / 7.1 / 7.2 / 7.3</li> </ul>
<b>Supplementary Readings</b>	Will be provided during the course
<b>Further Information</b>	
<b>Sustainable Development Goals (SDGs)</b>	Decent work and economic growth