

# Syllabus

## *Course Description*

|                                |  |
|--------------------------------|--|
| Course Title                   | Marketing and communication  |
| Course Code                    | 17320  |
| Course Title Additional        |  |
| Scientific-Disciplinary Sector | ECON-07/A  |
| Language                       | English  |
| Degree Course                  | Bachelor in Communication Sciences and Culture   |
| Other Degree Courses (Loaned)  |  |
| Lecturers                      | Dr. Giorgio Tavano Blessi,<br>GTavanoBlessi@unibz.it<br><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<br/>Demand<br/>Supply<br/>Behaviour<br/>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   |