Syllabus

Descrizione corso

Titolo insegnamento	Marketing
Codice insegnamento	30165
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-07/A
Lingua	Inglese
Corso di Studio	Corso di laurea in Management del Turismo, dello Sport e degli Eventi
Altri Corsi di Studio (mutuati)	
Docenti	prof. dr. Oswin Maurer, oswin.maurer@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/973
Assistente	
Semestre	Secondo semestre
Anno/i di corso	1
CFU	8
Ore didattica frontale	48
Ore di laboratorio	24
Ore di studio individuale	-
Ore di ricevimento previste	24
Sintesi contenuti	The course is a foundation course and introduces students to the basics of marketing management. It should help to understand the role and impact of marketing on business and society in a regional and global context. It familiarises participants with basic marketing tools, strategies and analytical methods, as well as with advantages and disadvantages of different strategic marketing approaches in different societal and economic contexts.
Argomenti	Markets as focal points of marketing: role of marketing; scope of

dell'insegnamento	marketing (classifying markets); marketing as a management process; marketing strategy; analytical tools and concepts; identifying challenges and opportunities of marketing in today's economy. Development of the marketing concept/strategy: market oriented management & relationship marketing; what does marketing strategy specify (what, where, how); three major levels of strategy and different planning levels; marketing management planning and the marketing management process. Business level marketing concepts: Transactional (TM) vs Relationship Marketing (RM); key impacts of RM on product, price, distribution and communication policy; RM's six-markets model; different organisational forms of relationships; case on relationship marketing. Marketing as exchange process: Conditions for exchange, managing exchange; what can be marketed; marketing of value: value proposition - customer's perspective, seller's perspective and customer lifetime value, stakeholder's perspective; role of ethics and social responsibility; sustainable marketing, (green marketing and "greenwashing"). Marketing strategy development and implementation: three pillars of successful marketing management; exemplary cases on three pillars approach; marketing strategy as one of several functional strategies, as corporate strategy, as dominant functional strategy; marketing as an integrative business function. Assessing the competitiveness of the firm from a marketing perspective: core competences, capabilities; sources of competitive advantage; theoretical perspectives on how firms to create competitive excellence: market orientation view (MOV), resource-based view (RBV), value chain-based view (VBV); Competing in the market arena: determining strategic resources; from resources to marketing competence to sustainable competitive advantage; from value chain to value constellation to customer value; experiential marketing; competition analysis; value innovation (red and blue ocean strategies). Consumer Behaviour: customer involvement in buying decisions; consumer buying decision-making process: psychological influences & psychological effects (anchoring, decoy effect, status quo bias, framing, confirmation bias, estimating traps); cultural & socio-cultural factors; demography; trends in consumer behaviour

	& megatrends in travel. Segmenting, Targeting, Positioning: basic concepts of segmentation, examples, and implementation; basic concepts of targeting; basic concepts of positioning (developing specific marketing mix), modifying positioning strategies and repositioning. Marketing Mix (product, pricing , distribution and communication decisions, tools and implementation) Marketing in specific contexts (global, tourism industry) are additionally covered within the different modules outlined above Marketing information & research: marketing research process; modes of data collection, tools and analytics are covered in exercises using concrete data, cases and examples.
Parole chiave	Marketing Management Market Analysis Marketing Strategy Marketing Programmes Marketing Mix Consumer Behaviour
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	lectures, exercises, project work
Obbligo di frequenza	-
Obiettivi formativi specifici e risultati di apprendimento attesi	ILO (Intended Learning Outcomes) ILO 1 - Knowledge and understanding ILO 1.1 Management of information flows, marketing and their functions in the consumer market (including behavioural sciences, market research, destination marketing) ILO 1.2 Corporate strategies and basic business models ILO 1.3 Current dynamics of international competition in the tourism market ILO 2 - Ability to apply knowledge and understanding ILO 2.1 Evaluation of various digital marketing approaches ILO 2.2 Industry analysis, competitive analysis and analysis of the business environment in various sectors ILO 2.3 Utilisation of local opportunities and resources in the international events market

	ILO 2.4 basic concepts that are useful for attending courses in economics, business administration, and public administration ILO 3 - Making judgements ILO 3.1 Report analytically and critically on information, empirical values and data in order to make appropriate business decisions ILO 3.2 Select the most appropriate quantitative and qualitative analysis tools to support decision-making ILO 3.3 Finding solutions by using logical conclusions and combining information and analytical tools ILO 4 - Communication skills ILO 4.1 The achievement of this objective is assessed by means of written examinations, group work, homework assignments, presentations of case studies and projects, and the final thesis ILO 5 - Learning skills ILO 5.1 The ability to find up-to-date information in order to keep pace with changes in the service sector in general and in the field of tourism, sports and event management in particular ILO 5.2 The ability to analyse, critically evaluate and integrate data, information and experience
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	Different assessment modes apply to a) attending students and b) non-attending students a) attending students Three different modes are used to assess and value the contribution of attending students, each counting towards the final mark. Contribution to class discussion & activities: counting for 10 percent towards the final mark (10/100 of final mark). Active participation during class is assessed through case studies, group and individual assignments, discussions about current issues, short in-class presentations. (ILO 1. ILO 2.1, ILO 2.2, ILO 3.2, ILO 4.1)

	Group project, counting for 30 percent (30/100) towards the final mark. Due dates will be communicated during lectures. The assessment will be based on the work of the whole team and hence cannot be based on the individual effort. The maximum number of participants in a group is four (4), the minimum number is three (3) students. (ILO1, ILO2.1, ILO2.2, ILO2.3, ILO3, ILO4, ILO 5) Final written exam, counting for 60 percent (60/100) towards the final mark. (ILO1, ILO2.1, ILO2.2, ILO2.4, ILO5) Duration of the written exam: 90 minutes. The final grade is the weighted average of the three parts. NOTE: project work and classroom contributions are valid for one academic year (the current academic year) and cannot be carried over beyond that time frame b) non-attending students One final written exam, counting for 100 percent (100/100) towards the final mark. (ILO1, ILO2, ILO3, ILO4, ILO5)
Criteri di valutazione	The final grade is the weighted average of the two parts of assessment (please note: contribution to the final mark for attending students: 1) written exam 60%, 2) Project group and contribution to classroom activities 40%; contribution for non-attending students: 1) written exam 100%) relevant for assessment of 1): feasibility of the proposed solution, clarity of answers, argumentative logic and context, ability to evaluate and answer in a concise and precise way, mastery of language (with respect to technical terms) critical analysis and discussion of the underlying theory and practice relevant for assessment of 2): definition of a clear project agenda, use of scientific literature to underpin argumentation, use of actual/current issues to support the logic of the approach chosen, creativity, critical thinking, team work and team management, quality of technical summary and professional presentation of results
Bibliografia obbligatoria	Hollensen, S.: “Marketing Management - A Relationship Approach,

	4th edition, Pearson:
Bibliografia facoltativa	Homburg,C.; Kuester, S; Krohmer, H.: „Maketing management – a contemporary perspecive", McGraw-Hill Education Kotler, P.: Marketing Management (international edition), Pearson Education Current and actual scientific papers, articles and cases complementing the discussion will be provided during class
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Utilizzo responsabile delle risorse, Istruzione di qualità