

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, Giorgio.TavanoBlessi@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	45
Laboratoriumsstunden	0
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 - project work mandatory also for those who are not attending.
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