

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, Giorgio.TavanoBlessi@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/16595
Teaching Assistant	
Semester	First semester
Course Year/s	1
CP	6
Teaching Hours	45
Lab Hours	0
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>

Course Topics	<ul style="list-style-type: none"> - 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.
Keywords	<p>Economics Demand Supply Behaviour Marketing</p>
Recommended Prerequisites	
Propaedeutic Courses	
Teaching Format	Lectures, exercises, case analysis and discussion.
Mandatory Attendance	In accordance with the regulation
Specific Educational Objectives and Learning Outcomes	<ul style="list-style-type: none"> - area characterization - the scientific area Economics, SECS-P/08 <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"> 1. Knowledge and understanding: <ul style="list-style-type: none"> - 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: <ul style="list-style-type: none"> - Be able to apply basic method and instruments for a marketing plan 3. Making judgments <ul style="list-style-type: none"> - Be able to judge case studies and the risk/opportunity for a marketing decision

	<p>4. Communication skills</p> <ul style="list-style-type: none"> - Be able to prepare a marketing communication <p>5. Learning skills</p> <ul style="list-style-type: none"> - Be able to expand and deepen the knowledge acquired on the field
Specific Educational Objectives and Learning Outcomes (additional info.)	
Assessment	<p>The assessment consists in:</p> <ol style="list-style-type: none"> 1. Written exam (questions / exercises); 2. Written project work - project work mandatory also for those who are not attending.
Evaluation Criteria	<ol style="list-style-type: none"> 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%.
Required Readings	<p>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)</p> <p>Chapters:</p> <ul style="list-style-type: none"> • 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

	<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"> • 1.1 / 2.1 / 2.2 / 3.2 / 4.1 / 4.2 / 4.3 / 7.1 / 7.2 / 7.3
Supplementary Readings	Will be provided during the course.
Further Information	
Sustainable Development Goals (SDGs)	Decent work and economic growth