

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	Economics Demand Supply Behaviour Marketing
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

	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
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