

Syllabus

Descrizione corso

Titolo insegnamento	Marketing e comunicazione
Codice insegnamento	17320
Titolo aggiuntivo	
Settore Scientifico-Disciplinare	ECON-07/A
Lingua	Inglese
Corso di Studio	Corso di laurea in Scienze della Comunicazione e Cultura
Altri Corsi di Studio (mutuati)	
Docenti	dr. Giorgio Tavano Blessi, Giorgio.TavanoBlessi@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/16595
Assistente	
Semestre	Primo semestre
Anno/i di corso	1
CFU	6
Ore didattica frontale	45
Ore di laboratorio	0
Ore di studio individuale	105
Ore di ricevimento previste	18
Sintesi contenuti	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.

Argomenti dell'insegnamento	- 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.
Parole chiave	Economics Demand Supply Behaviour Marketing
Prerequisiti	
Insegnamenti propedeutici	
Modalità di insegnamento	Lectures, exercises, case analysis and discussion.
Obbligo di frequenza	In accordance with the regulation
Obiettivi formativi specifici e risultati di apprendimento attesi	- 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
Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.)	
Modalità di esame	The assessment consists in: 1. Written exam (questions / exercises); 2. Written project work - project work mandatory also for those who are not attending.
Criteri di valutazione	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%.
Bibliografia obbligatoria	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
Bibliografia facoltativa	Will be provided during the course.
Altre informazioni	
Obiettivi di Sviluppo Sostenibile (SDGs)	Buona occupazione e crescita economica