

Syllabus

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Titul dl curs	Marketing e comunicazione
Codesc dl curs	17320
Titul suplementar	
SSD	ECON-07/A
Lingaz	Inglese
Curs de laurea	Corso di laurea in Scienze della Comunicazione e Cultura
D'autri cursc de laurea (cursc deberieda)	
Dozenc	dr. Giorgio Tavano Blessi, Giorgio.TavanoBlessi@unibz.it https://www.unibz.it/en/faculties/education/academic-staff/person/16595
Assistent didatich	
Semester	Primo semestre
Ann/Agn de stude	1
Credic universitars	6
Ores de insegnament	45
Ores de laboratore	0
Ores de stude individual	105
Ores de riceviment prevedudes	18
Ressumé di contegnus	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.

Argomenc dl curs	- 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.
Paroles clef	Economics Demand Supply Behaviour Marketing
Prerequisic aconsiés	
Cursc propedeutics	
Modalité de ensegnament	Lectures, exercises, case analysis and discussion.
Oblianza de frecuencia	In accordance with the regulation
Obietifs formatifs y competenzes da arjonje	- 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
Obietifs formatifs y competenzes da arjonje (informazioni supplementares)	
Sort de ejam	The assessment consists in: 1. Written exam (questions / exercises); 2. Written project work - project work mandatory also for those who are not attending. Non-attending students are required to contact the lecturer in advance to agree on the format and requirements of the written project.
Criters de valutazion	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 obligatora	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 aconsieda	Will be provided during the course.
Deplù informazions	
OSS	Buona occupazione e crescita economica