

Syllabus

Descrizione corso

| | |
|---|--|
| Titolo insegnamento | Marketing |
| Codice insegnamento | 30165 |
| Titolo aggiuntivo | |
| Settore Scientifico-Disciplinare | ECON-07/A |
| Lingua | Inglese |
| Corso di Studio | Corso di laurea in Management del Turismo, dello Sport e degli Eventi |
| Altri Corsi di Studio (mutuati) | |
| Docenti | prof. dr. Oswin Maurer, oswin.maurer@unibz.it https://www.unibz.it/en/faculties/economics-management/academic-staff/person/973 |
| Assistente | |
| Semestre | Secondo semestre |
| Anno/i di corso | 1 |
| CFU | 8 |
| Ore didattica frontale | 48 |
| Ore di laboratorio | 24 |
| Ore di studio individuale | - |
| Ore di ricevimento previste | 24 |
| Sintesi contenuti | The course is a foundation course and introduces students to the basics of marketing management. It should help to understand the role and impact of marketing on business and society in a regional and global context. It familiarises participants with basic marketing tools, strategies and analytical methods, as well as with advantages and disadvantages of different strategic marketing approaches in different societal and economic contexts. |
| Argomenti | Markets as focal points of marketing: role of marketing; scope of |

| | |
|-------------------|--|
| dell'insegnamento | <p>marketing (classifying markets); marketing as a management process; marketing strategy; analytical tools and concepts; identifying challenges and opportunities of marketing in today's economy.</p> <p>Development of the marketing concept/strategy: market oriented management & relationship marketing; what does marketing strategy specify (what, where, how); three major levels of strategy and different planning levels; marketing management planning and the marketing management process.</p> <p>Business level marketing concepts: Transactional (TM) vs Relationship Marketing (RM); key impacts of RM on product, price, distribution and communication policy; RM's six-markets model; different organisational forms of relationships; case on relationship marketing.</p> <p>Marketing as exchange process: Conditions for exchange, managing exchange; what can be marketed; marketing of value: value proposition - customer's perspective, seller's perspective and customer lifetime value, stakeholder's perspective; role of ethics and social responsibility; sustainable marketing, (green marketing and "greenwashing").</p> <p>Marketing strategy development and implementation: three pillars of successful marketing management; exemplary cases on three pillars approach; marketing strategy as one of several functional strategies, as corporate strategy, as dominant functional strategy; marketing as an integrative business function.</p> <p>Assessing the competitiveness of the firm from a marketing perspective: core competences, capabilities; sources of competitive advantage; theoretical perspectives on how firms to create competitive excellence: market orientation view (MOV), resource-based view (RBV), value chain-based view (VBV);</p> <p>Competing in the market arena: determining strategic resources; from resources to marketing competence to sustainable competitive advantage; from value chain to value constellation to customer value; experiential marketing; competition analysis; value innovation (red and blue ocean strategies).</p> <p>Consumer Behaviour: customer involvement in buying decisions; consumer buying decision-making process: psychological influences & psychological effects (anchoring, decoy effect, status quo bias, framing, confirmation bias, estimating traps); cultural & socio-cultural factors; demography; trends in consumer behaviour</p> |
|-------------------|--|

| | |
|--|--|
| | <p>& megatrends in travel.</p> <p>Segmenting, Targeting, Positioning: basic concepts of segmentation, examples, and implementation; basic concepts of targeting; basic concepts of positioning (developing specific marketing mix), modifying positioning strategies and repositioning.</p> <p>Marketing Mix (product, pricing , distribution and communication decisions, tools and implementation)</p> <p>Marketing in specific contexts (global, tourism industry) are additionally covered within the different modules outlined above</p> <p>Marketing information & research: marketing research process; modes of data collection, tools and analytics are covered in exercises using concrete data, cases and examples.</p> |
| Parole chiave | <p>Marketing Management</p> <p>Market Analysis</p> <p>Marketing Strategy</p> <p>Marketing Programmes</p> <p>Marketing Mix</p> <p>Consumer Behaviour</p> |
| Prerequisiti | |
| Insegnamenti propedeutici | |
| Modalità di insegnamento | lectures, exercises, project work |
| Obbligo di frequenza | - |
| Obiettivi formativi specifici e risultati di apprendimento attesi | <p>Knowledge and understanding</p> <p>of business management theories</p> <p>of business organisation in different contexts</p> <p>of the organisation and management of human resources</p> <p>of the iteration between different management functions</p> <p>of the nature and purpose of the tourism, sports and events industry, their activities, business systems and the tools needed to manage them</p> <p>the management of marketing information flows and its functions in the consumer market (including behavioural sciences, market research, destination marketing)</p> <p>enterprise strategies and basic business models</p> <p>of the main strategic planning tools and their appropriate and context-dependent use</p> <p>of leadership theory and methods</p> <p>of sustainable tourism management in an international context</p> |

| | |
|--|---|
| | <p>the current dynamics of international competitiveness in the tourism market</p> <p>of concepts, models and techniques for analysing current issues in sport</p> <p>of the management of sport in an international context</p> <p>the peculiarities of the world of sport in order to improve the management of sport in today's society.</p> <p>Ability to apply knowledge and understanding</p> <p>various aspects of management theories to the service sector</p> <p>analysing internal and external business problems and offering possible solutions</p> <p>personnel management in different organisational contexts</p> <p>reviewing the management of the organisation as separate functions and as a whole</p> <p>differentiating the roles and characteristics of the various players in the tourism, sports and events sector</p> <p>use and consolidation of information and resources available to determine the differences in the various tourism and sports management systems</p> <p>determining the value of different stakeholders and strategies in tourism and sport and understanding the impact on the performance of the various management systems</p> <p>evaluation of different digital marketing approaches</p> <p>management principles to companies of different sizes and in different contexts</p> <p>industry analysis, competitive analysis and analysis of the business environment in different sectors</p> <p>support for strategic and operational decision-making using basic planning tools and scenarios</p> <p>human resources development and guidance</p> <p>creation of a winning soft skills proposition for new initiatives</p> <p>identification of potential talent on the market</p> <p>operational and strategic business decision support in sports infrastructure</p> <p>sports infrastructure management</p> <p>project management through the use of different software for event organisation and project management</p> <p>exploitation of local opportunities and resources on the international events market</p> |
|--|---|

| | |
|--|--|
| | <p>communication in the tourism sector in intercultural working environments</p> <p>sports market segmentation, targeting and product positioning contributing to the development of marketing mix strategies and tools in marketing through sport and the marketing of sport development and marketing of sponsorship proposals.</p> <p>critical thinking in relation to current sports management practices, including evaluating the evolution of the sports market.</p> <p>Autonomy of judgement</p> <p>report analytically and critically on information, empirical evidence and data in order to make appropriate economic-managerial decisions;</p> <p>evaluate the most suitable analysis tools, both quantitative and qualitative to assist decision-making;</p> <p>adopt logical arguments and relate information and analytical tools to find solutions.</p> <p>Communication skills</p> <p>Achievement of this objective will be assessed by means of written examinations, individual and group assignments and the final dissertation.</p> <p>Learning skills</p> <p>ability to find the information necessary to keep abreast of changes in the service sector in general and in the tourism, sports and events sector in particular.</p> |
| Obiettivi formativi specifici e risultati di apprendimento attesi (ulteriori info.) | |
| Modalità di esame | <p>Different assessment modes apply to</p> <p>a) attending students and</p> <p>b) non-attending students</p> <p>a) attending students</p> <p>Attending student status is achieved through attendance in at least 2/3 of the classes (attendance record of a least 66%). Attendance will be recorded to verify the attending status.</p> <p>Three different modes are used to assess and value the</p> |

| | |
|--------------------------------|---|
| | <p>contribution of attending students, each counting towards the final mark.</p> <p>Contribution to class discussion & activities: counting for 10 percent towards the final mark (10/100 of final mark). Active participation during class is assessed through case studies, group and individual assignments, discussions about current issues, short in-class presentations.</p> <p>Group project, counting for 30 percent (30/100) towards the final mark. Due dates will be communicated during lectures. The assessment will be based on the work of the whole team and hence cannot be based on the individual effort. The maximum number of participants in a group is four (4), the minimum number is three (3) students.</p> <p>One final written exam, counting for 60 percent (60/100) towards the final mark.</p> <p>Duration of the written exam: 90 minutes.</p> <p>The final grade is the weighted average of the three parts.</p> <p>NOTE: project work and classroom contributions are valid for one academic year (the current academic year) and cannot be carried over beyond that time frame</p> <p>b) non-attending students</p> <p>One final written exam, counting for 100 percent (100/100) towards the final mark.</p> |
| Criteria di valutazione | <p>The final grade is the weighted average of the two parts of assessment (please note: contribution to the final mark for attending students: 1) written exam 60%, 2) Project group and contribution to classroom activities 40%; contribution for non-attending students: 1) written exam 100%)</p> <ul style="list-style-type: none"> • relevant for assessment of 1): feasibility of the proposed solution, clarity of answers, argumentative logic and context, ability to evaluate and answer in a concise and precise way, mastery of language (with respect to technical terms) critical analysis and discussion of the underlying theory and practice relevant for assessment of 2): definition of a clear project agenda, use of scientific literature to underpin argumentation, use of actual/current issues to support the logic of the approach chosen, creativity, critical thinking, team work and team management, |

| | |
|---|--|
| | quality of technical summary and professional presentation of results |
| Bibliografia obbligatoria | Hollensen, S.: "Marketing Management - A Relationship Approach, 4th edition, Pearson: |
| Bibliografia facoltativa | <p>Homburg,C.; Kuester, S; Krohmer, H.: „Marketing management – a contemporary perspective”, McGraw-Hill Education</p> <p>Kotler, P.: Marketing Management (international edition), Pearson Education</p> <p>Current and actual scientific papers, articles and cases complementing the discussion will be provided during class</p> |
| Altre informazioni | |
| Obiettivi di Sviluppo Sostenibile (SDGs) | Utilizzo responsabile delle risorse, Istruzione di qualità |