

Management

Prof.ssa Francesca Bazzani

Course aims

The purpose of this course is to let students understand marketing relevant role of the companies in the market environment, especially by an international perspective.

Students will get in touch with strategic and operative marketing principles and tools to understand consumers' behaviours in national and international markets.

The teaching activity will include lectures, discussion of business cases and lessons in the field to help students develop critical thinking skills.

Course contents

→ MARKETING PROCESS

- Marketing definitions and its meaning through market stages
- Marketing planning
- Relationship between companies and market
- Marketing Mix
- Corporate marketing communication

→ MARKETING INTELLIGENCE TO ANALYZE CONSUMERS AND MARKET OPPORTUNITIES

- Marketing research
- Customer analysis
- Consumers' behaviour
- Competitors analysis

→ BRAND SYSTEM

→ SALE MANAGEMENT AND RELATIONAL MARKETING

→ CUSTOMER EXPERIENCE

→ DIGITAL MARKETING

Exam

The exam consists of a written test, in Italian language, composed by fifteen multiple choice questions, plus three open questions aimed at ascertaining knowledge of the concepts, mastery of the vocabulary and ability to apply it to real contexts.

Assessment criteria

Exam will be evaluated by the following criteria:

- Topic knowledge level
- Ability to link different topics
- Ability to apply knowledge to real cases
- Marketing language skills

Bibliography

→ Lecture slides and other course material uploaded on Teaching Drive.

→ Mattiacci e A. Pastore (2021), "Marketing. Il management orientato al mercato", Hoepli, chapters 1, 2, 3, 4, 5, 6, 10 (10.1, 10.2, 10.3 only), 14, 18, 19, 21, 23.