



Syllabus

Academic Year	2023/2024
Program	Business Administration
course	Marketing
Term	I semester
Year	2
SSD	SECS- P/08
Credits	8

INSTRUCTIONAL GOALS	<p>The first goal of the course consists of teaching students to be open to new ways of thinking and appreciate the importance of intellectual curiosity and reflection as the foundation for continuous learning.</p> <p>Research and Inquiry</p> <p>Identify, define and analyze problems and recommend creative solutions within real-world constraints.</p> <p>Apply economic, political, legal, commercial, and business theories and concepts to problems and practice.</p> <p>Develop coherent arguments when recommending solutions and critically evaluating theories in major fields of study.</p> <p>Ethical, Social, and Professional Understanding:</p> <p>Work with people from diverse backgrounds with inclusiveness, open-mindedness, and integrity.</p> <p>Information Literacy:</p> <p>Conduct research using archives, libraries, the web, and other sources of information</p>
INTENDED LEARNING OUTCOMES	<p>Knowledge and understanding:</p> <p>By the end of the course, students will have developed the ability to comprehend the link between the value generated for the customer, breadth, and quality of market relationships.</p> <p>Applying knowledge and understanding:</p> <p>Such abilities will be acquired through the discussion of conceptual models and the development of applied projects during the course.</p>



	<p>Making judgments:</p> <p>By the end of the course, students will have acquired the ability to analyze problems and identify information needed to solve them. Specifically, students will have acquired critical thinking, problem-solving skills, and team working skills as well as the ability to relate with others.</p> <p>Communications Skills:</p> <p>By the end of the course, students will have gained adequate competencies and tools to manage and transmit data and information to both specialist and non-specialist audiences.</p> <p>Learning skills:</p> <p>The course mainly aims to develop methodological capabilities, cognitive tools, and capabilities that allow the students to know the marketing techniques and adapt them to each specific context.</p>
Pre-requisites	Basic knowledge of management principles
Course content	<p>The course will be divided into two main parts.</p> <p>The first part discusses Strategic Marketing, namely the choice of policies aiming at improving the competitive position of the firm, taking account of challenges and opportunities proposed by the competitive environment. This part mainly deals with the STP strategy (Segmentation-Targeting-Positioning). However, students will be provided also the definition of consumer behaviour and marketing research.</p> <p>The second part discusses Tactic Marketing, namely the tools and the techniques that marketing management can take to practically perform the strategy. In particular, this part will deal with the 4Ps of Marketing (Product-Price-Promotion-Placement)</p>
Reference Books	<p>Slides, on the e-learning platform.</p> <p>Armstrong, G., and Ph. Kotler, Marketing: An Introduction, Global Edition 11e, Pearson, 2013.</p> <p>Students will be provided with a list of case studies</p>
Teaching Methods	Face-to-face teaching and case studies will be complemented by practical exercises (both individual and group work) and seminars with experts and key figures. Students' participation during lectures is strongly encouraged.
Assessment	<p>The student will be evaluated as follows:</p> <ol style="list-style-type: none">1. Presentation of a group project and discussion of case studies (group work): 40% on the final grade. Through this activity, the ability to communicate using an economic and business-oriented language as well as the ability to apply skills and competencies acquired during the course will be evaluated.2. Intermediate tests: 30% on the final grade. Through this activity, knowledge and comprehension skills and competencies will be assessed.3. Final exam: 30% on the final grade. Through this activity, knowledge and comprehension skills and competencies will be assessed. <p>Students must be part of a group and you must participate in group work. Groupwork: each group will be assigned a project work (marketing plan) and a series of case studies to discuss in class. The output of the final project will consist of (max) 30 PowerPoint slides. Both the written output and the presentations and discussions will be evaluated based on:</p> <p>Originality and rigor (for the marketing plan)</p>



Clarity

Completeness

(for discussions): the ability to correctly apply theoretical analysis to the concrete examples

Ability to involve the class in the discussion
