|  |  |  |
| --- | --- | --- |
| **Programme of “Marketing” - *“Marketing”*** | | |
| **Number of ECTS credits: 6 (workload is 42 hours)** | | |
| **Compulsory**  **1st Cycle in Economics, 3rd year, 2nd semester;**  **2nd Cycle in Administration, economics and finance, 2nd year, 2nd semester**  Professor: **Valentina Castello** | | |
| **1** | **Course objectives and**  **Learning outcomes** | The goal of the course is to provide students the basics of MARKETING, an overall picture of the processes, decisions, tools and dimensions characterizing the marketing function within organizations (public and private, of goods and services, etc).  Learning outcomes refer to the acquisition of basic knowledge related to: the marketing processes; marketing planning and management; decisions, models and tools for strategic and operational marketing (price, product, distribution and communication). At the end of the course students will have also acquired the basic skills related to the analysis & application of relevant marketing (planning and/or management) models and tools with special reference to the “business to consumer” (B2C) scope (in-depth will be also realized with respect to marketing features in the business to business (B2B) markets). Learning goals’ achievement will be also supported by the use of case-studies, best-practices and labs methodologies. |
| **2** | **Dublin descriptors** | The course is divided into 3 macro-areas:   1. The marketing process and relevant dimensions: strategies, relationships, values; 2. Marketing analytics and consumers behavior analysis. Strategic Marketing, positioning and segmentation; 3. Operative marketing decisions, processes and policies.   In addition, some emerging issues will be examined, such as: the links between marketing and social responsibility; social marketing; characteristics and trends of digital marketing (and social media). |
| **3** | **Prerequisites and learning activities** | Business administrations’ basic knowledge. |
| **4** | **Teaching methods**  **and language** | Lectures and seminars integrated with case-studies, best-practices and labs methodologies.  English textbook: Kerin R.A., Hartley S.W., Rudelius W. (2015), Marketing, McGraw-Hill, 12th Ed., ISBN 978-0077635787. |
| **5** | **Assessment methods** | Assessment methods will be based on a written and/or oral exam. |
| **6** | **Office hours** | Wednesday from 5 pm to 6 pm (teachers’ studios building) or contact me at valentina.castello@univaq.it |