

Docente: Romano Paolo

Tipo di incarico: Professore a contratto

Titolo del corso: Corporate structures for marketing design

9 CFU

The course programme is the following:

The course aims to deepen, in a business administration and in a management perspectives, the design concept of corporate structures that pursue a competitive approach to the market, making explicit the contextual conditions in which market-driven organizations operate and underlying the salient points.

In particular, the course aims to provide students with basic knowledge on the specific characteristics of marketing-oriented businesses. Particular attention will therefore be devoted to the study of activities that better than others guarantee the marketing orientation, the satisfaction of customer expectations and those of all stakeholders, in a context of creation of durable competitive advantage and value.

The course includes front and interactive lessons, exercises and case studies discussions.

Each lecture will last 2 hours.

Class Number	Date	Topic	Textbook Reference	Chapter
1	Nov, 7	Introduction	1	
2	Nov, 8	Marketing Strategy	1-2	
3	Nov, 14	Case Study /		
4	Nov, 15	Segmentation	6	
5	Nov, 21	Digital Marketing and Social Networking_1	10	
6	Nov, 22	Digital Marketing and Social Networking_2	10	
7	Nov, 28	Consumer Buying Behavior	7	
8	Nov, 29	Case Study /		
9	Nov, 30	Integrated Marketing Communication	17	
10	Dec, 5	Advertising	18	
11	Dec, 6	Sales Promotion	19	
12	Dec, 7	Case Study /		
13	Dec, 12	Service Marketing and Tourism Marketing_1	13 + Additional Texts	
14	Dec, 13	Service Marketing and Tourism Marketing_2	13 + Additional Texts	
15	Dec, 14	Service Marketing and Tourism Marketing_3	13 + Additional Texts	
16	Dec, 19	Pricing Concepts	20	
17	Dec, 20	Case Study /		
18	Jan, 9	Setting Prices	21	
19	Jan, 10	Social Responsibility and Ethics_1	4	
20	Jan, 11	Social Responsibility and Ethics_2	4	

21	Jan, 16	Setting Prices 21
22	Jan, 17	Case Study /
23	Jan, 23	Green Marketing_1 Additional Texts
24	Jan, 24	Green Marketing_2 Additional Texts
25	Jan, 25	Marketing Plan Additional Texts
26	Jan, 20	Marketing Metrics Additional Texts
27	Jan, 31	Case Study /

FOR INTERNATIONAL STUDENTS:

- Pride – Ferrell, Marketing, Cengage Learning, 2016.
- Additional Texts provided by the Professor.

Valutazione:

Only students regularly booked for the exam are eligible for the exam.

The written test consists of open questions, short discussion cases and exercises. The maximum score achievable in each of the parts of the test is indicated on the text of the task. The final mark of the written test is expressed in thirtieths.

After passing the written test, the student supports the oral exam, consisting first of all in the examination and discussion of the contents of the task in order to obtain confirmation of the written test score. During the exam the student can decide to hold an interview on the contents of the entire course; in this case the final grade will be assigned by the teacher, taking into account the result of the oral exam and written test (but without any "guarantee" of a minimum grade).