



**Code: ING/IND 35**

**Credits: 9**

**Matter: Industrial Marketing**

**Main language of instruction: Italian**

**Other language of instruction: English**

## **Teaching Staff**

### **Head instructor**

**Prof. Stefano Brogi - stefano.brogi@unicusano.it**

### **Introduction**

#### *1. Objective of the course :*

The management of marketing activities, in the current economic context, increasingly competitive and globalized, takes on a role of strategic importance for the business. The course of Industrial Marketing aims to acquire the student, through the knowledge of the main theoretical models and methodological tools of the discipline, the ability to understand the business decisions of marketing management, developed at both strategic and operational level, starting from the analysis of the market context in which the company operates.

### **Objectives**

#### *2. Course Structure:*

- basic characteristics of the reference context in relation to marketing strategies.
- distinctive characteristics of the B2B/B2C markets and their impact on the strategic direction and innovation processes of the company, also in the light of the technological context;
- theoretical approaches, methods and models for strategic marketing;
- theoretical approaches, methods and models for operational marketing;
- practical-operational tools for marketing decisions.

### **Competencies:**

#### **A. Knowledge and understanding**

The student at the end of the course will have knowledge of the key aspects and fundamental elements that characterize the process of defining industrial marketing

strategies from the analysis of the technological and market characteristics of the relevant economic environment. The student will know the approaches, methodologies and operational tools for strategic and operational marketing.

**B. Applying knowledge and understanding**

The student will be able to use basic theoretical-practical knowledge of the characteristic elements of marketing, with particular reference to business markets, in order to make decisions consistent with business strategies. In addition, through the E-tivity, which involves the application of analysis and planning methodologies through the drafting of a marketing plan, the student will be able to deepen in an organic and structured way the relationship between theoretical aspects and operational reality.

**C. Making judgements**

The student will be able to understand, analyze and identify the key aspects of industrial marketing strategies, thus contributing to the corporate decision-making process in relation to the characteristics of the competitive environment.

**D. Communication skills**

The student will be able, through appropriate terminology, to effectively describe and support interactions with stakeholders in relation to industrial marketing issues by identifying the relevant semantic context and with an easy ability to provide information, orientation and solutions to concrete problems.

**E. Learning skills**

The student at the end of the course will have the necessary knowledge to critically analyze the strategic features of the corporate marketing system and contextualize the logic in the competitive context of reference.

## **Syllabus**

### *3. Programme of the course:*

#### **Subject 1. Marketing and Business Strategies**

Basic concepts and definitions; organizations and strategies; Abell model, GE matrix, BCG matrix, Ansoff matrix, Porter model; strategic marketing process: planning, implementation and control.

#### **Subject 2. Context analysis: Environment and Reference Market**

Competitive analysis of the sector, model Structure-Conduct-Performance, Herfindahl index, model of the five forces of Porter, model VRIO, value chain, SWOT analysis, industrial markets and consumer markets, business networks, the global market.

**Subject 3. Context analysis: the Customer**

Purchasing decision-making processes, Fishbein's multi-attribute model, customer-supplier relationships, business customer analysis models.

**Subject 4. Segmentation and Target**

Marketing information system, product-market matrix, macro and micro-segmentation, customer portfolio and analysis matrices, positioning map, positioning and competitive levels, demand forecasting.

**Subject 5. Marketing mix for value proposition: Product**

Product classification, new product development process, product lifecycle, branding, packaging, role of services and distinctive elements, solution-based approach, customization/standardization strategies, User-producer relationships and co-creation value processes.

**Subject 6. Marketing mix for value proposition : Pricing strategies**

Definitions and basic elements for pricing, pricing process, 3 C's Model, business markets and customer-supplier interactions in pricing decisions.

**Subject 7. Marketing mix for value proposition: Communication**

Integrated communication process, promotional mix, communication mix, communication activities in business markets, Sales Management, sales force management and sizing criteria, lead management processes, Key Account Management and CRM processes.

**Subject 8. Marketing mix for value proposition: marketing channels**

Marketing channels, marketing channel design, supply chain and marketing strategies, multi-channels and network coordination in business markets.

**Evaluation system and criteria**

The examination consists of a written test. This includes open-ended questions, multiple-choice questions and numerical problems. The test counts 26 marks out of 31 (30 and praise).

The examination can also be taken with two partial tests: the first concerning the subjects from 1 to 4; the second concerning the subjects from 5 to 8.

In addition, one E-tivity that consists in developing a marketing plan is compulsory. It must be sent to the instructor in advance of the examination and counts 5 marks out of 31.

### **Bibliography and resources**

#### *4. Materials to consult:*

Notes covering the course contents and examination programme written by the instructor.

#### *5. Recommended bibliography:*

Suggested readings are:

Karin R.A., Hartley S.W. (2018) Marketing (International Student Edition), McGraw-Hill Education.

Peter J.P., Donnelly J. (2018) A Preface to Marketing Management (International Student Edition), McGraw-Hill Education.

Tunisini, A. (2017). Marketing B2B: Capire e gestire le reti e le relazioni tra imprese. Hoepli.

Checchinato, F. (2019). Strumenti operativi per le decisioni di marketing. Wolters Kluwer.