



**Code: SECPS-P08**

**Credits: 9**

**Matter: Marketing**

**Main language of instruction: Italian**

**Other language of instruction: English**

## **Teaching Staff**

### **Head instructor**

**Prof. Mario Risso - [mario.risso@unicusano.it](mailto:mario.risso@unicusano.it)**

## **Introduction**

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

Marketing is a dynamic and an exciting field, a key tool in confronting the challenges enterprises are facing at home and abroad. People often confuse marketing with advertising and sales. In this course students will learn about the "real" nature and scope of marketing management. Perhaps most important of all, the course teaches that the fundamental asset of a corporation is its customers. Hence, the supreme importance of the "marketing concept" is an attempt to identify and satisfy its customers' needs and wants. In other words, the marketing concept is a corporate orientation to business that starts with consumers and integrates marketing into every other corporate function. From this point of view, a primary task of marketing is to develop and maintain a business' customer base.

The course provides an introduction to some aspects of marketing, such as: 1) Consumer behaviour, 2) Marketing Intelligence, 3) Marketing Strategy, 4) Market Planning, 5) International Marketing, 6) Industrial Marketing, 7) Market Segmentation, 8) Target Marketing, 9) Product, 10) Services Marketing, 11) Promotion, 12) Distribution, 13) Retailing and Wholesaling, 14) Pricing and 15) Marketing on-line.

## **Objectives**

### *2. Course Structure:*

The objective of the course is to offer students the necessary skills for the activity of a marketing manager and to enter in the marketing direction. The Marketing course has the following training objectives:

- 1- Illustrate the process and marketing activities
- 2- Describe the main elements of Analytical Marketing
- 3- Analyze the phases of strategic marketing to identify opportunities
- 4- Analyze the main levers of operational marketing.

At the end of the course the student should have acquired the basic knowledge and skills to be inserted in the marketing function of a company. The student should also develop the ability to collect and interpret quantitative and qualitative data relevant to formulate feasibility and / or opportunity judgments of marketing plans. The student should also develop problem-solving and decision-making skills applied to business situations concerning the planning and execution and control of marketing plans

### **Competencies:**

The principal expectation throughout this course is to enable students to think strategically about marketing in today's global environment.

In particular, after successful completion of this course, students will be able to demonstrate (1) knowledge of marketing management theory and practice and (2) to evaluate and formulate marketing strategies.

### **Syllabus**

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

The program divides into four modules consisting of lessons and presentations of business cases. Each lesson is accompanied by its support material (slides and summary notes).

Below, the details of the topics covered:

- Module 1: Marketing process and Strategies
- Module 2: Marketing strategies
- Module 3 Analytical Marketing: understanding consumers and markets
- Module 3: Strategic Marketing: identifying opportunities
- Module 4: Operational marketing: the marketing mix

### **Evaluation system and criteria**

Oral exam

### **Bibliography and resources**

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

*Roger A. Kerin, Steven W. Hartley, William Rudelius, Marketing, Mcgraw-Hill, 12th or next edition.*

*Slides, etivity, video on the e-learning platform.*