

SUBJECT

PRINCIPLES OF MARKETING

SSD (Settore Scientifico-Disciplinare)

SECS-P/08

PROFESSOR

Maddalena Carello

OBJECTIVES

The course provides an overview of the subject, offering key tools for analyzing contents, methods, and language. Specifically it explores marketing as a communication tool on a global level and the interconnections with the web and social media.

The approach to the subject is comprehensive, aiming to provide an understanding and analytical ability to develop practical applications of knowledge in the job market, facilitated by a careful analysis of case studies.

CONTENTS

Module 1: Introduction to Marketing

- What is marketing
- Marketing objectives - Marketing mix

Module 2: Marketing Process

- Needs vs Wants
- Marketing myopia

Module 3: Marketing and Ethics

- Code of ethics
- 5 do's and don'ts of marketing ethics
- Marketing controversial products
- Corporate Social Responsibility
- Case study

Module 4: Consumer Behavior

- Meaning
- Consumer behavior in marketing
- Importance of consumer behavior
- Case study

Module 5: Consumer Behavior and Social Media

- What are social media
- The importance of social media in marketing
- Role of influencers
- Influencer marketing
- Case study

Module 6: Advertising and Public Relations
<ul style="list-style-type: none"> • The role of advertising • The role of public relations • Case study
Module 7: Branding and Positioning
<ul style="list-style-type: none"> • The importance of the brand and its positioning • The importance of packaging • Case study
Module 8: The Global Marketplace
<ul style="list-style-type: none"> • Defining the global market • Positioning strategies in the global market

EVALUATION

Final exam	<input checked="" type="checkbox"/>	Continuous assessment	<input type="checkbox"/>
Type of test:			
WRITTEN	<input checked="" type="checkbox"/>	ORAL	<input checked="" type="checkbox"/>

BIBLIOGRAPHY

Author	Kotler P. , Armstrong G.
Title	<i>Principles of Marketing</i>
Publisher	Pearson
Published in	2018