

**Programme of “Marketing” - “Marketing”**

**Number of ECTS credits: 6 (workload is 42 hours; 1 credit= 25 hours)**

**Compulsory**  
**1st Cycle in Economics, 3<sup>rd</sup> year, 2<sup>nd</sup> semester**  
Professor: **Barbara Iannini**

<b>1</b>	<b>Course objectives and Learning outcomes</b>	<p>The goal of the course is to provide students the basics of MARKETING.</p> <p>The course aims to provide students with theoretical knowledge as complete as possible of the problems and of the strategic-operational marketing decisions, with particular reference to decision-making in the areas of consumer goods markets (B2C).</p>
<b>2</b>	<b>Dublin descriptors</b>	<p>The course is divided into five thematic areas:</p> <ol style="list-style-type: none"><li>1. The change and evolution of the marketing role;</li><li>2. An understanding of customer behavior;</li><li>3. The implementation of strategic marketing;</li><li>4. The implementation of operational marketing;</li><li>5. The application of market-driven management.</li></ol>
<b>3</b>	<b>Prerequisites and learning activities</b>	<p>The student must know the basic notions of business administrations.</p>
<b>4</b>	<b>Teaching methods and language</b>	<p>Lectures and seminars.</p> <p>English textbook:</p> <ul style="list-style-type: none"><li>• Jean-Jacques Lambin; Isabelle Schuiling, Market-driven management: strategic and operational marketing, Palgrave Macmillan; 3rd edition edition, 19 July 2012, ISBN-13: 978-0230276024. Chapters not to study: 3 and 4.</li></ul>
<b>5</b>	<b>Assessment methods</b>	<p>The course includes a written exam.</p>