



UNIVERSITÀ DEGLI STUDI DI PALERMO

DEPARTMENT	Ingegneria
ACADEMIC YEAR	2019/2020
MASTER'S DEGREE (MSC)	MANAGEMENT ENGINEERING
SUBJECT	MARKETING
TYPE OF EDUCATIONAL ACTIVITY	B
AMBIT	50368-Ingegneria gestionale
CODE	04864
SCIENTIFIC SECTOR(S)	ING-IND/35
HEAD PROFESSOR(S)	ROMA PAOLO Professore Associato Univ. di PALERMO
OTHER PROFESSOR(S)	
CREDITS	6
INDIVIDUAL STUDY (Hrs)	96
COURSE ACTIVITY (Hrs)	54
PROPAEDEUTICAL SUBJECTS	
MUTUALIZATION	
YEAR	1
TERM (SEMESTER)	2° semester
ATTENDANCE	Not mandatory
EVALUATION	Out of 30
TEACHER OFFICE HOURS	ROMA PAOLO Wednesday 15:00 18:00 Ufficio docente previa comunicazione email

PREREQUISITES	Micro-economics concepts (market structure, consumer model), business economics concepts (revenues, costs, investments, balance sheet analysis, cost accounting), statistics concepts (distributions, sampling, regression analysis).
LEARNING OUTCOMES	<p>Knowledge The student will acquire knowledge and methodologies to face and solve Marketing issues. The student will be able to analyze the market scenarios, to evaluate opportunities, threats, and strengths and weaknesses of firms, to elaborate in a global context both offline and online, Marketing strategies with regard to market segmentation, product/service differentiation, positioning, and to put them into practice through marketing mix variables, namely product, price, distribution and communication decisions.</p> <p>Comprehension and ability to apply knowledge The student will acquire knowledge and methodologies to analyze and solve Marketing issues. The student will be able to conduct a SWOT (strengths, weaknesses, opportunities and threats) analysis, to use portfolio techniques for firm development, to use multivariate statistical methods both in strategic and operative Marketing contexts, to estimate market demand and to formulate a Marketing plan</p> <p>Making judgments The student will acquire the ability to autonomously analyze and assess market scenarios. The student will be able to evaluate the coherence of a Marketing plan in relation to a specific product positioning, and he/she will be able to express judgments on the efficiency and the effectiveness of the usual marketing activities carried out by firms.</p> <p>Communication skills The student will be able to communicate with competence and language knowledge all issues related to Marketing in highly specialized contexts.</p> <p>Learning ability The student will be able to autonomously face Marketing issues, to deepen the knowledge on specific marketing topics, to acquire further competences in subsequent courses in which it is required high level of knowledge of the Marketing activities.</p>
ASSESSMENT METHODS	<p>The assessment of knowledge, competences, and applicative capabilities consists of 2 parts, each expressed in 30th. The final grade is the simple average of these two parts. The first part consists of the presentation and discussion of a group project on a Marketing topic chosen at the beginning of the course. The second part consists of the oral exam on the course contents. Each student can face these two parts in the exam session he/she decides to register for. However, the group project delivery must be by the end of the course.</p> <p>1) Assessment methods of the GROUP PROJECT. The group project is assessed based on the following criteria: breadth and depth of the analysis; quality of the analysis related to general aspects of the project (correct and detailed identification of the competitive and marketing scenario; project organization; logical coherence and completeness of the project); quality of the analysis related to technical aspects (correctness of the data and information collection strategy; collected data and information quality; correctness and level of detail of the models utilized for the analysis of the competitive scenarios, and of the Marketing strategies and operative decisions (e.g., Porter's model; differentiation models; positioning models; Marketing mix); quality, correctness and level of detail of the statistical methodologies utilized for data analysis).</p> <p>2) Assessment methods of the ORAL EXAM. The oral exam serves to verify the given student's knowledge with regard to the course contents. Three main types of questions are asked to students: one related to the market and competition scenario knowledge and dynamics; the second related to the strategic aspects of Marketing; the third related to the operative aspects of Marketing.</p> <p>The student assessment is as follows: Excellent 30-30 cum laude. The student shows excellent knowledge of the topics of the course, excellent language and communication skills, excellent ability to analyze the market, the competition and Marketing decisions, excellent ability to understand real arguments in the settings of the course, excellent ability to connect the topics among them and to develop critical analysis in the field of Marketing strategies. The student has developed a good autonomy and good relational skills.</p> <p>Very good 26-29. The student shows very good knowledge of the topics of the course, very good language and communication skills, very good ability to analyze the market, the competition and Marketing decisions, very good ability to understand real arguments in the settings of the course, very good ability to</p>

	<p>connect the topics among them and to develop critical analysis in the field of Marketing strategies. The student has develop autonomy and relational skills.</p> <p>Good 24-25. The student shows good knowledge of the topics of the course, good language and communication skills, good ability to analyze the market, the competition and Marketing decisions, good ability to understand real arguments in the settings of the course, good ability to connect the topics among them and to develop critical analysis in the field of Marketing strategies. The student has improved autonomy and relational skills.</p> <p>Satisfactory 21-23. The student shows satisfactory knowledge of the topics of the course, satisfactory language and communication skills, satisfactory ability to analyze the market, the competition and Marketing decisions, satisfactory ability to understand real arguments in the settings of the course, satisfactory ability to connect the topics among them and to develop critical analysis in the field of Marketing strategies. The student has not improved autonomy and relational skills.</p> <p>Sufficient18-20. The student shows sufficient knowledge of the topics of the course, sufficient language and communication skills, sufficient ability to analyze the market, the competition and Marketing decisions. The student does not show the ability to understand real arguments in the settings of the course, the ability to connect the topics among them and to develop critical analysis in the field of Marketing strategies. The student has not improved autonomy and relational skills.</p> <p>Insufficient. The student show he/she has not reached the minimum knowledge of the topics of the course and shows not satisfactory language and communication skills. The student also shows he/she has not reached a sufficient ability to analyze the market, the competition and the Marketing decisions.</p>
EDUCATIONAL OBJECTIVES	The student will acquire the knowledge and the methodologies to face and solve Marketing issues. The student will be able to analyze the market and competition scenarios, to evaluate opportunities, threats, and strengths and weaknesses of firms, to elaborate in a global context both offline and online, Marketing strategies with regard to market segmentation, product/service differentiation, positioning, and to put them into practice through marketing mix variables, namely product, price, distribution and communication decisions.
TEACHING METHODS	Lectures; Classroom excercises on strategic, operative and methodological aspects; Group project.
SUGGESTED BIBLIOGRAPHY	<p>- Kotler, Philip and Keller, Kevin Lane – Marketing Management – 14th Edition – Pearson Education Inc., publishing as Prentice Hall, One Lake Street, Upper Saddle River, New Jersey, USA.</p> <p>- Lecturer's Slides</p>

SYLLABUS

Hrs	Frontal teaching
3	Introduction to Marketing: definitions and objectives. Marketing evolution: from production to market orientation. Basic concepts in Marketing.
4	Industry and competition – Porter's model
1	Quantitative demand analysis
1	Qualitative demand analysis
3	Marketing planning, strategy and development: SBU definition, portfolio techniques, Marketing plan
3	Marketing strategic decisions: segmentation, differentiation, positioning
8	Marketing mix: Product, price, distribution and communication decisions
1	Retailing
2	International Marketing
4	Marketing in Internet
Hrs	Practice
5	Industry and competition – Porter's model and group project information
5	Quantitative and qualitative demand analysis
3	Marketing planning, strategy and development: SBU definition, portfolio techniques, Marketing plan
11	Marketing strategic decisions: segmentation, differentiation, positioning