



# UNIVERSITÀ DEGLI STUDI DI PALERMO

<b>DEPARTMENT</b>	Scienze Economiche, Aziendali e Statistiche		
<b>ACADEMIC YEAR</b>	2016/2017		
<b>MASTER'S DEGREE (MSC)</b>	BUSINESS ECONOMIC SCIENCES		
<b>INTEGRATED COURSE</b>	ADVANCED MARKETING		
<b>CODE</b>	17591		
<b>MODULES</b>	Yes		
<b>NUMBER OF MODULES</b>	2		
<b>SCIENTIFIC SECTOR(S)</b>	SECS-P/08		
<b>HEAD PROFESSOR(S)</b>	DOMINICI GANDOLFO	Professore Associato	Univ. di PALERMO
<b>OTHER PROFESSOR(S)</b>	DOMINICI GANDOLFO	Professore Associato	Univ. di PALERMO
<b>CREDITS</b>	12		
<b>PROPAEDEUTICAL SUBJECTS</b>			
<b>MUTUALIZATION</b>			
<b>YEAR</b>	2		
<b>TERM (SEMESTER)</b>	1° semester		
<b>ATTENDANCE</b>	Not mandatory		
<b>EVALUATION</b>	Out of 30		
<b>TEACHER OFFICE HOURS</b>	<b>DOMINICI GANDOLFO</b> Friday    18:00   19:00   Mandare prima email.		

<b>PREREQUISITES</b>	Students should have a good knowledge of the basic principles of marketing and be able to study, speak and write in English.
<b>LEARNING OUTCOMES</b>	<p><b>Consumer Behavior</b> Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.</p> <p><b>Modulo New Product Development</b> This course will introduce students to product development in a global economy. Students will learn about identifying customer needs, generating specifications, selecting concepts, selecting a fabrication or procurement process, generating a prototype, and testing the product. Emphasis will be placed on the lean product development system model and how to integrate suppliers, either local or global, into the product development process</p> <p><b>Conoscenza e capacita' di comprensione</b> <b>Modulo Consumer Behavior</b> To provide to students an important competitive advantage – practical insights on how to understand &amp; influence customers. Such insights are particularly valuable when competition is intense. Will also provide insight about the anthropological aspects of consumers in society, communities and their behavior.</p> <p><b>Modulo New Product Development</b> New product development (NPD) is the complete process of bringing a new product to market. A product is a set of benefits offered for exchange and can be tangible (that is, something physical you can touch) or intangible (like a service, experience, or belief). There are two parallel paths involved in the NPD process: one involves the idea generation, product design and detail engineering; the other involves market research and marketing analysis. Companies typically see new product development as the first stage in generating and commercializing new product within the overall strategic process of product life cycle management used to maintain or grow their market share.</p> <p><b>Capacita' di applicare conoscenza e comprensione</b> <b>Modulo Consumer Behavior</b> The course aims to study consumption choices and behaviours from a social and cultural point of view supplying insights useful to understand consumer behavior. The course will focus on qualitative methodologies, such as interviews, case studies and ethnographies, which are well adapted to study the experiential, sociological and cultural aspects of consumption.</p> <p><b>Modulo New Product Development</b> - ability to work with business management teams - ability to define and achieve both short and long term technical and business goals - understanding the proven steps necessary to produce a viable product - understanding the difference between a plan on paper and the reality of a rapidly evolving technical product market</p> <p><b>Autonomia di giudizio</b> <b>Modulo Consumer Behavior</b> The students will learn how to know the qualitative aspects of consumers in order to interpret their behaviors.</p> <p><b>Modulo New Product Development</b> This course will introduce students to product development in a global economy. Students will learn about identifying customer needs, generating specifications, selecting concepts, selecting a fabrication or procurement process, generating a prototype, and testing the product. Emphasis will be placed on the lean product development system model and how to integrate suppliers, either local or global, into the product development process</p> <p><b>Abilita' comunicative</b> <b>Modulo Consumer Behavior</b> The course aims at familiarizing students with some of the freshest tenets in consumer research and marketing practices, which become the very ground for</p>

	<p>marketing professions including brand management, store and product design, experience marketing, event and communication management, to quote but a few.</p> <p>Modulo New Product Development Among the objectives for this course there is that to learn terminology, institutions, and programs of modern marketing for new products and services.</p> <p>Capacita' d'apprendimento Modulo Consumer Behavior</p> <ul style="list-style-type: none"> <li>- Consumer identity projects study on personal web space, that is how consumers creates a coherent self through marketer-produced materials</li> <li>- Marketplace culture, such on the subcultures, which look at consumers as culture producers.</li> <li>- Mass-mediated marketplace ideologies and consumers' interpretive strategies, such as looking at how consumer ideologies and identities are influenced by economic and cultural globalisation and how cultural product systems orient consumers toward certain ideologies or identity projects.</li> <li>- Sociohistoric patterning of consumption, that study the influence of social capital on consumption choices.</li> </ul> <p>Modulo New Product Development Success in today's competitive global economy depends substantially on a firm's ability to define, develop, and introduce outstanding new products more efficiently and effectively than its competitors. This course introduces students to best practices and attributes of world-class product development leaders and organizations. Critical success factors and inhibitors to the commercialization of complex products and systems are discussed, along with state-of-the-art methodologies, processes, and tools.</p>
<b>ASSESSMENT METHODS</b>	Orla exam, and tests during classes
<b>TEACHING METHODS</b>	Lessons and case studies

## MODULE CONSUMER BEHAVIOUR

*Prof. GANDOLFO DOMINICI*

### SUGGESTED BIBLIOGRAPHY

Main books:

Consumer behavior: - Jim Blythe - Consumer Behavior 2nd edition - SAGE

Marketing Theory - Baker M. J. & Saren M. - 3rd edition- Sage

Recommended readings: - Halfpenny and Procter, Innovations in Digital Research Methods, SAGE - Hackley, Advertising and Promotion, SAGE

<b>AMBIT</b>	50583-Aziendale
<b>INDIVIDUAL STUDY (Hrs)</b>	114
<b>COURSE ACTIVITY (Hrs)</b>	36

### EDUCATIONAL OBJECTIVES OF THE MODULE

Consumer Behavior

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

The course aims To provide to students an important competitive advantage – practical insights on how to understand & influence customers. Such insights are particularly valuable when competition is intense. Will also provide insight about the anthropological aspects of consumers in society, communities and their behavior.

The course aims to study consumption choices and behaviours from a social and cultural point of view supplying insights useful to understand consumer behavior. The course will focus on qualitative methodologies, such as interviews, case studies and ethnographies, which are well adapted to study the experiential, sociological and cultural aspects of consumption. The students will learn how to know the qualitative aspects of consumers in order to interpret their behaviors.

The course aims at familiarizing students with some of the freshest tenets in consumer research and marketing practices, which become the very ground for marketing professions including brand management, store and product design, experience marketing, event and communication management, to quote but a few.

- Consumer identity projects study on personal web space, that is how consumers creates a coherent self through marketer-produced materials

- Marketplace culture, such on the subcultures, which look at consumers as culture producers.

- Mass-mediated marketplace ideologies and consumers' interpretive strategies, such as looking at how consumer ideologies and identities are influenced by economic and cultural globalisation and how cultural product systems orient consumers toward certain ideologies or identity projects.

- Sociohistoric patterning of consumption, that study the influence of social capital on consumption choices.

## SYLLABUS

Hrs	Frontal teaching
6	introduction
12	Consumer Ethnography
12	Consumer identity projects and Marketplace culture
6	qualitative methods for consumer behavior research

## MODULE PRODUCT DEVELOPMENT

*Prof. GANDOLFO DOMINICI*

### SUGGESTED BIBLIOGRAPHY

Crawford and Di Benedetto - New Products Management 11th edition

- McGraw Hill

Digital subscription for optional class work: - Practice Marketing - MCGraw Hill (<http://www.mcgraw-hill.it/soluzionidigitali/practicemarketing.html>)

Further recommended readings:

Siah Hwee Ang, Research Design for Business & Management, SAGE - Easterby-Smith, Management and Business Research, SAGE

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The course will supply:

- ability to work with business management teams
- ability to define and achieve both short and long term technical and business goals
- understanding the proven steps necessary to produce a viable product
- understanding the difference between a plan on paper and the reality of a rapidly evolving technical product market

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Success in today's competitive global economy depends substantially on a firm's ability to define, develop, and introduce outstanding new products more efficiently and effectively than its competitors. This course introduces students to best practices and attributes of world-class product development leaders and organizations. Critical success factors and inhibitors to the commercialization of complex products and systems are discussed, along with state-of-the-art methodologies, processes, and tools.

## SYLLABUS

Hrs	Frontal teaching
12	Service Dominant Logic and Value co-creation
12	Product design and Service Design
12	Operations for product development