



## 30015 – MARKETING (BIEMF)

COURSE SCHEDULE A.Y. 2011-2012

**Class: 31**

Teacher: Prof. Andrea Ordanini

<b>Date</b>	<b>Hours</b>	<b>Room</b>
Monday	10.30 - 13.00	Zappa
Wednesday	10.30 - 12.00	Zappa

For the detailed schedule of the course please check on Bocconi's website or on the yoU@B

### **Course Description and Objectives:**

The course has two main purposes: first, it drives participant to understand the basic principles of marketing; second, it offers attendees with models and tools to manage the exchange process between firms and customers. The course provides students with a learning experience reflecting the true marketing management process existing within firms.

Accordingly, the first part of the course is dedicated to the diagnostic nature of marketing activity. Here, the course is a walk through the main strategic decisions falling under the marketing domain: choice of the target markets, product and service positioning, competitive intelligence, etc.

The second section of the course is focused on the implementation side of the marketing, where main strategic policies are concretely realized and oriented to the market: it mainly regards product, pricing, distribution, and communication decisions. Since the course belongs to an international degree program, attention is placed to some topics that are typical of international marketing and decisions that are peculiar to multinational firms, such as the role of consumer culture, market rules and regulation, and the decision to enter a new country market.

Teaching activity is complemented by the discussion of cases and the presence of guest speakers. Class participants will be asked to work in teams on two assignments focused on the concrete applications of the concepts learned in class.

**Course Material:**

*Attending students*

- Lamb, Hair, McDaniel (2012). *MKTG 5*, Cengage Learning, Mason OH.

*Non - Attending students*

- Lamb, Hair, McDaniel (2012). *MKTG 5*. Cengage Learning, Mason OH.
- Harvard Business Essentials (2006), *Marketer's Toolkit*. Harvard Business Press, Boston, MA

**Detailed Description of Assessment Methods**

*Attending students*

- Final written exam on selected parts
- Two group assignments for a maximum of 6 points (groups of max 5 students)

*Non-Attending students*

- Final written exam on both textbooks

Written exam: open (66%) and closed questions (33%)

Date	Hour	Exam
14/12/2011	14.30	For <u>Exchange Students Only</u> *
19/01/2012 31/01/2012	14.30 14.30	Attending ( <u>one book</u> ), and Non Attending ( <u>two books</u> ) formats
18/04/2012 .....	14.30	Non Attending ( <u>two books</u> ) format only

***Dates could be subjects to variations, please check on the website.***

\* Exchange students:

1. Out-coming exchange and free mover (II semester)
2. Campus abroad (Winter 2010)
3. Incoming I semester (exchange and single courses)
4. Exchange involved in stages during Jan-Feb 2011

<b>Session</b>	<b>Lesson/ Exercise*</b>	<b>Topic</b>	<b>Teacher</b>	<b>Reference**</b>
1	L	The world of marketing	Ordanini	Chapter 1
2	L	Strategic planning	Ordanini	Chapter 2
3	L	Social responsibility	Ordanini	Chapter 3
4	L	Global vision	Ordanini	Chapter 4/5
5	L	Consumer decision making	Ordanini	Chapter 6
6	L	Business marketing	Ordanini	Chapter 7
7	L	Segmenting and targeting	Ordanini	Chapter 8
8	L	Marketing research	Ordanini	Chapter 9
9	L	Product concepts	Ordanini	Chapter 10
10	L	Developing products	Ordanini	Chapter 11
11	L	Service marketing	Ordanini	Chapter 12
12	L	Marketing channels	Ordanini	Chapter 13/14
13	L	Retailing	Ordanini	Chapter 15
14	L	Communications	Ordanini	Chapter 16
15	L	Advertising	Ordanini	Chapter 17
16	L	Sales	Ordanini	Chapter 18
17	L	Pricing	Ordanini	Chapter 19/20
18	L	CRM	Ordanini	Chapter 21
19	L	Social media marketing	Ordanini	Chapter 22

\* Guests or case discussion will be announced during the course

\*\*Lamb, Hair, McDaniel (2009). *MKTG 5* Cengage Learning, Mason OH.

### Office hours

Office hours are available at: (<http://www.uni-bocconi.it> > [Quick Reference for](#) > [Current Students](#) > [Timetables, Calendars and Rooms](#) > [Student consultation hours](#)).

Office hours could vary: please check on the website.

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### HONOR CODE

Università Bocconi conceives of education as an ongoing process that stretches across a person's entire professional life. The University hopes that the entire Bocconi community will respect the values of fairness and correctness associated with it, values which inspire and guide the conduct of all community members as they pursue common objectives and a shared mission. The Università Bocconi Honor Code is published at <http://www.unibocconi.eu/honorcode>. We encourage all students to read it.