

FACULTY: ECONOMICS

DEGREE COURSE: ECONOMICS

MASTER DEGREE: ECONOMICS

SUBJECT: MARKETING (ADVANCED)

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OBJECTIVES

The increasing complexity and competition in the markets, the globalization of the world economy and the development of new technologies and digital markets, open up new opportunities and new markets, but also change the competitive landscape, stimulate new management models, affect the way companies interact with customers, by changing the balance between market players. In this context new marketing concepts are born, new business models and management practices are defined, new techniques and tools for marketing are developed, and new skills and professionalism in business are required.

The Advanced Marketing course aims to:

- review marketing fundamental concepts;
- analyze marketing implications in some markets (B2C and B2B);
- instruct about new theories, new techniques and new tools to innovate marketing (digital marketing);
- indicate methods to develop marketing plans;
- provide students with the tools (concepts, techniques, processes) to develop new business models or renew existing ones, to create a business plan, to design a marketing plan, to create new businesses (start-ups).

CONTENTS

The Advanced Marketing course consists of three parts:

1 Marketing Plan

- Marketing fundamental concepts
- Elements of marketing plan
- Deepening of some marketing areas (industrial, services, retail)

2 Digital Marketing

- Impacts of Internet on both businesses and markets (ebusiness)
- Tools, platforms and techniques for online marketing
- Elements to develop a digital marketing strategy

3 Business Planning

- Components of a business model
- Formalization of a business plan
- Start-up financing methods

ASSESSMENT

Written exam: multiple choice and open questions

RECOMMENDED TEXTBOOKS

- Lambin J.J. and I. Schuiling, "Market-driven management. Strategic and Operational Marketing", Palgrave Macmillan, 3rd Ed., 2012
- Osterwalder A. and Y. Pigneur, "Business Model Generation", Strategyzer, 2010