

FACULTY OF **ECONOMICS**

DEGREE COURSE: **BUSINESS AND ECONOMICS BA**

SUBJECT: MARKETING

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OBJECTIVES

The aim of this course is making the student familiar with the basics of marketing management such as: "consumer buying behavior", market segmentation, market attractiveness, position strategies, competitive situation, market targeting, pricing methods, operational marketing activities, web marketing, brands, communications program, etc.

CONTENTS

1. Definitions of marketing and its evolution
2. Customer
3. Strategic marketing
4. Operative marketing
5. The marketing plan
6. Deepening

ASSESSMENT

Written exam: multiple choice and open questions

RECOMMENDED TEXTBOOKS

- Lambin J.J., "Market-driven Management", McGraw-Hill, 2008
- Kotler P. and W.G. Scott, "Marketing Management", Prentice Hall International, 1993