

Advanced Marketing

a.a. 2016-17 / 10 CFU / 70 hours

Introduction

[Prof. Silvia Rita Sedita](#)
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Target

- This course is designed for graduates who seek to expand their knowledge of advanced marketing concepts and theories.
- The programme is designed for those who embrace peer-to-peer collaboration and thrive in environments that demand active participation.
- Students are challenged in various ways from day one. Creative thinking, self-reflection and innovation are central aspects of the experience.

Objective

- The aim of the course is
 - to extend knowledge and understanding beyond that covered in introductory marketing theory
 - to develop improved skills to apply this understanding to practical and challenging market scenarios.

Learning goals

- investigate and evaluate contemporary thinking, theory advances and practices in marketing, including international, unconventional and social media marketing
- construct media management strategies through the analysis of media consumption and engagement behaviours

Contents

1. An introduction to the value driven marketing
2. Doing marketing research today
3. International marketing strategies
4. The frontiers of markets segmentation
5. Brand positioning and brand equity
6. Unconventional marketing strategies
7. Social media marketing: tools and applications
8. Product development
9. Case studies

Textbooks

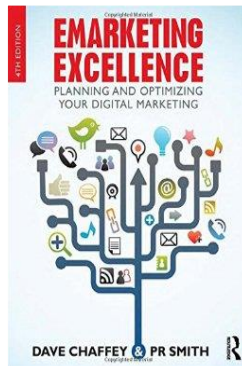


Marketing Management, 15e

Kotler P., Keller K.L

Pearson 2016

(attendees – chapters 1-3-4-8-9-10-11-15 and non attendees - all)



Emarketing Excellence: Planning and Optimizing your Digital Marketing, 4e

Dave Chaffey and PR Smith

Routledge 2013

(non attendees – chapters 1-4-5-7 only)

Additional materials will be provided to attending students in due course

Why these texts?



Philip Kotler, the S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University, is also widely regarded as the Father of Modern Marketing. He is ranked by the Wall Street Journal as one of the top six most influential business thinkers.



Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke universities. At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on those topics. -



<http://www.pearsonhighered.com/educator/product/Marketing-Management-15E/9780133856460.page#sthash.wBVhzrlh.dpuf>

Reviews

★★★★☆ **I rented this book for an MBA class I took ...**

By [Regina Davis](#) on June 20, 2016

Format: Hardcover | **Verified Purchase**

I rented this book for an MBA class I took in this Spring. I have to say that this book is really well-written and engaging (something that can be difficult to find in a textbook). The chapters in the book tended to be very long, but since the content and voice was interesting, I did not mind. What was also helpful were the real-life company examples spread throughout the entire book.

[Comment](#) | One person found this helpful. Was this review helpful to you? [Report abuse](#)

★★★★★ **Beautiful book! Came in shiny and brand new in ...**

By [Aubrey](#) on June 29, 2016

Format: Hardcover | **Verified Purchase**

Beautiful book! Came in shiny and brand new in only two days. I was very pleased to see the book sealed in plastic so I know it had definitely never been opened. It costs quite a bit of money, but it came exactly as promised. Very pleased!

[Comment](#) | Was this review helpful to you? [Report abuse](#)

★★★★★ **A very thorough and detailed account of marketing in today's world!**

By [Rebecca L. Gallivan](#) on September 8, 2013

Format: Hardcover | **Verified Purchase**

Principles of Marketing was a class text for a 300 level university course I took. The text book provided a very thorough and detailed description of marketing in today's world. The reading was both informative and engaging. Real life examples were provided throughout to demonstrate the marketing principals that were covered. The book is a complete marketing curriculum in itself. Anything a professor adds from his own knowledge and experience is icing on the cake!

[Comment](#) | Was this review helpful to you? [Report abuse](#)

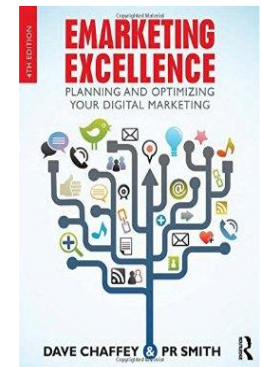
Why these texts?



Dave Chaffey is CEO of Smart Insights (www.smartinsights.com), an online publisher and analytics company providing advice and alerts on best practice and industry developments for digital marketers and e-commerce managers. He also works as an independent Internet marketing trainer and consultant for Marketing Insights Limited, and has consulted on digital marketing and e-commerce strategy for a range of companies. Dave is a visiting lecturer on e-commerce courses at various universities including Birmingham, Cranfield, Derby, Manchester Metropolitan and Warwick. He is also a tutor on the IDM Diploma in Digital Marketing course, for which he is Senior Examiner.



PR Smith (www.prsmith.org) is a best-selling marketing author, international speaker and adviser. His five other books are renowned for their 'edutainment' style. His SOSTAC® Planning System is used by organizations around the world (and in the top three business models of all time – as voted by members of the Chartered Institute of Marketing). Paul advises and trains organizations that embrace change and creativity in Asia, Africa and Europe. He is also the author and founder of the Great Sportsmanship Programme (www.greatsportsmanship.org), which uses social media to mobilize communities into sportsmanship.



<https://www.routledge.com/Emarketing-Excellence-Planning-and-Optimizing-your-Digital-Marketing/Chaffey-Smith/p/book/9780415533379>

Reviews

- 'This complete e-marketing book refreshingly infiltrates the 'e' into every area of marketing, which reflects what is going on in marketing practice. There is a great balance between a big picture approach and getting down to the technical aspects of actually doing it through a range of media including social and mobile. *This book is perfect for those studying advanced marketing* or those working in marketing who need to get a handle on technology.'
 - Dr Paul Harrigan, University of Southampton, UK
- 'This is not a book you read... it is a book you use to achieve inspiring digital marketing outcomes! No complicated techniques just straightforward digital marketing sense and an empowering toolkit of models and strategies. *Should be used by any serious digital marketer!*'
 - M Zinopoulou, CEO of The Digital Marketing Association
- 'This book is essential reading for anyone involved with, or wanting to learn about, *digital and e-marketing*'
 - Beverly Barker, Senior Lecturer in Digital Marketing at London South Bank University

Teaching methods

- Classes are conducted in an informal learning atmosphere where knowledge and understanding are formed through input from experts and joint reflection.
- There is a mix of teaching styles, including lectures, guest speakers, case studies, immersive experiences and group work.
- Everything can be questioned in the quest for new insight and students are encouraged to find ways to make the course content personally relevant.

Course overview

Type of hours	Who?	Credits	Hours of teaching
Practice (Lab)	Serena Pasqualetto	2.0	14
Lecture	Silvia Rita Sedita	8.0	56

Day	Where?	When?
Monday	Room 14 - Via Bassi 1	9,00 – 10,30
Tuesday	Computer Room – via Bassi 1	9,00 – 10,30
Wednesday	Computer Room – via Bassi 1	9,00 – 10,30

The course spans approximately from the 3rd of October to the 11th of January



The Lab

- Learning to create a web marketing plan, using the most advanced and up-to-date tools
 - Google AdWords e Google Analytics
- **Every tuesday starting from the 8th of November**

[Serena Pasqualetto](#) will lead you through a fascinating lab where practicing with the digital marketing tools, applied to a real case study.

<https://youtu.be/FDBubmqSQUg>

Blog

- <http://advancedmarketingunipd.wordpress.com/>
- The blog is oriented to extend classroom conversations to a broader audience. It allows students to interact with me, each other and other readers.
- Don't miss the opportunity to participate in a stimulating on line interaction environment and to share your ideas on the topics faced during the lectures and beyond.
- Slides and documents will be uploaded on the blog on a weekly base.
- A forum is open to students for general discussion
- Especially created for attendees is available also for non attendees.

Examination methods - Attendees

Activity	When?	Scores
1 group homework to be performed during the overall duration of the course (my part and Serena's lab are integrated)	Assignment: 19.10.16 Final Presentation: 09.01.17 10.01.17 11.01.17	Scores: 3-9 group level
2 written examinations composed of true-false, multiple-choice and short answer questions. The test will be 30 minutes long and run on a computer through the Moodle e-learning platform.	Exam 1: 07.11.16 Exam 2: 21.12.16	Max score: 24 - Min score: 15 individual level

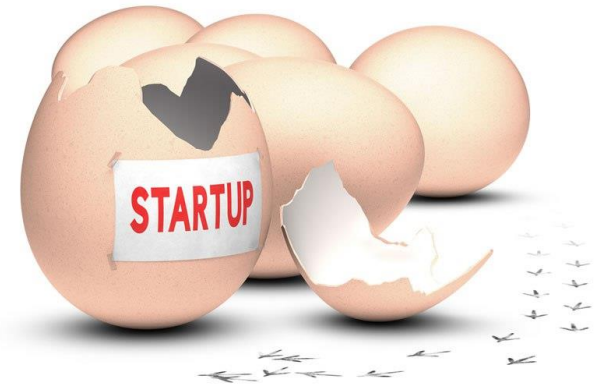
For official dates, please register on: www.uniweb.unipd.it

Examination methods – Non attendees

- Written examination composed of true-false, multiple-choice and short answer questions.
- Evaluation is based on the reading and comprehension of the two text-books.
- Please register on
 - www.uniweb.unipd.it

Last year 2015/16

- 8 groups working on 8 start-ups
 - Arianna
 - Flatme
 - Jonix
 - Libricity
 - Portrait
 - Shapeme
 - Stylenda
 - Uelcom





WHAT ABOUT THIS YEAR?

A founder



- Bruce Benson, President and CEO, is an award-winning former feature storywriter and science writer for daily newspapers in California and Hawaii; for many years he was the Hawaii correspondent for the Washington Post.
- He studied energy issues at Stanford as a Professional Journalism Fellow.

See his LinkedIn profile at www.linkedin.com/pub/bruce-benson/8/647/51a

An inspiration

- The Augmented Traveler was born in Bologna, Italy, when co-founder Bruce Benson learned that da Vinci had spent several months there in the early 1500's.
- Wondering what it would have been like to see the renaissance master stride across the medieval square of Piazza Maggiore, Benson imagined someone saying
 - “Welcome to the 16th century. We don't know whether any of the events you are about to see happened, but very likely they could have.”

A new venture

- Benson and co-founder Dr. Jacquelyn Ford Morie have turned to Augmented Reality to create immersive authentic experiences for travelers as they visit the places where things happened long ago.
- They founded...



Augmented Traveller

A challenge

- Advanced Marketing students will use the Augmented Traveler(AT) as a case study for their fall class.
- I will teach marketing theory and guide students as they create a marketing campaign for AT.
- Dott. Roberta Apa, research associate, will help with administrative needs of the campaign.
- Teaching assistant, expert in cultural heritage and tourism, will be selected in order to follow students' homework and give them professional support.
- Social media expert Serena Pasqualetto of Filo Blu will guide the students in the practical steps of using social media.
- Bruce Benson, AT president/ceo, will attend classes as needed to explain the company's development and marketing needs.



STAY TUNED!

Contacts

- On request
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<http://advancedmarketingunipd.wordpress.com/>

READY TO GO!