



Syllabus

Academic Year	2022/2023
Program	Marketing/ Strategic Management
course	Marketing Performance & Business KPI
Term	II semester
Year	1
SSD	SECS-P/08
Credits	8

INSTRUCTIONAL GOALS

The course is aimed at providing a broad range of theories, models, methods, techniques, and specific metrics to measure and evaluate marketing performance. All of these elements provide the tools to correctly define investments and their returns, and ultimately the marketing contribution to company's value creation. The main teaching objectives are:

- To create student familiarity with marketing performance metrics, and with the causal relationships that make such metrics valid and reliable to manage marketing effectively.
- To analyze, discuss, and experience the process through which marketing management affects company's competitiveness and value creation.
- To analyze, discuss, and experience marketing decision-making from a dynamic point of view that includes both resource allocation and investment returns.

Achieving these objectives overall enable students to develop the ability to design, execute and manage a broad range of metrics useful to measure and evaluate marketing performance. At the same time, it improves the ability to understand and manage marketing processes, as characterized by specific performance metrics.

INTENDED LEARNING OUTCOMES

They describe what a learner is expected to know, understand and be able to demonstrate after completion of a learning path.

Knowledge and understanding:

The student - by participating in the lectures and practical activities of the course - will have developed the ability to understand the links between the value generated for the customer, the breadth and quality of market relations. Knowledge and understanding will be assessed on the basis of participation in lessons and a final written test. In particular: detailed study of the chapters of the manual referable to the thematic modules and consultation of the slides prepared by the teacher and enabled for the understanding and acquisition of "individualized" knowledge. In addition, company case studies, testimonials and numerous application examples shared with passive and active learning processes.

Applying knowledge and understanding:

This ability is developed through small group and plenary analyzes of real cases, to which are added testimonies of top representatives of the business community conducted in ways that facilitate interaction and participation. The student - acquiring the correct tools and method - will be able to interpret, apply and present the reference interpretative models, but also develop practical projects. At the end of the course there will be a written test.

Making judgements:

The student, through the use of the methodologies acquired during the course, will have acquired problem analysis skills and the ability to identify the information necessary for their solution.



Specifically, critical thinking, problem solving, self-management, teamwork, relationship and communication skills will be adequately developed, which enhance and make the disciplinary skills more usable.

Communications Skills:

At the end of the course the student will be able to use the business and technical vocabulary of marketing, addressing the legal issues at hand with terminological accuracy. Through the various activities that will take place during the course – lessons with discussion, moot courts, workshops – the student will be able to put these communication skills into practice in various contexts, by adapting the terms used to the interlocutor in the specific case, thus gaining advanced rhetorical skills necessary for his/her professional career.

Learning skills:

The technical-economic knowledge acquired during the course will allow the student to autonomously understand and interpret: the design and management of marketing processes including quantitative and qualitative analysis methodologies and techniques, the framing and operational management of all the main marketing phenomena. The student will develop a solid knowledge of the fundamental aspects of the subject that will allow him to continue to deepen the topics addressed independently and to undertake the various post-graduate professional training courses.

Pre-requisites	it is necessary to have followed the courses that the study plan proposes in the first semester, and it is desirable that the relative exams have been successfully passed.
Course content	<p>The course covers different topics:</p> <ul style="list-style-type: none">• Relationship between marketing metrics and broader measures for value creation, based on the idea of balance performance measurement (balanced scorecard).• Market demand metrics.• Mechanisms, methods, and techniques needed to evaluate and measure marketing performance.• Competition metrics.• Customer and brand equity metrics.• Product, price, distribution and sales force metrics, coupled with metrics for communication, digital marketing, and social media communication.• Innovation metrics.
Reference Books	<p>Bendle, N., Farris, P. W., Pfeifer, P., & Reibstein, D. (2021) Marketing Metrics: The Definitive Guide to Measuring Marketing Performance (4th Edition). Pearson Education.</p> <p>Bendle, N., Pfeifer, P., Reibstein, D., Farris, P. (2017) Key Marketing Metrics: The 50+ metrics every manager needs to know (2nd Edition). Pearson Education</p>
Teaching Methods	<p>Theoretical lectures and case studies will be complemented by practical exercises (both individual and group works) and seminars with experts.</p> <p>Interdisciplinary sessions will be organised as well.</p> <p>Students' participation during interactions with the TA is strongly encouraged.</p>
Assessment	<p>The student will be evaluated on the basis of the individual scores achieved on:</p> <ul style="list-style-type: none">• Team work and presentation (or discussion) of case studies: 60% on the final grade.• Peer Evaluation: 10% <p>Through these activities, we intend to verify the ability to communicate economic/managerial issues and the ability to apply the knowledge and skills acquired. In addition, we intend to test: the autonomy of judgment and the ability to apply acquired knowledge, the ability to self-organize and self-motivation, as well as the acquisition of soft skills relating to social work.</p> <ul style="list-style-type: none">• Final written exam: 30% <p>The student will have to demonstrate knowledge of the theoretical notions of teaching marketing</p>



metrics, knowing how to apply them in practical cases, demonstrating that they have achieved the study method and learning ability necessary to continue to study the subject independently.
