

INTENDED LEARNING OUTCOMES OF THE MASTER OF SCIENCE IN MARKETING MANAGEMENT

CORE AREA OF STUDY

Knowledge and Understanding

Graduates will acquire advanced knowledge related to:	Knowledge and Understanding will be achieved through the following courses:
<ul style="list-style-type: none"> – issues of strategic marketing and scenario analyses, in particular: <ul style="list-style-type: none"> • conceptual and operational tools needed for strategic planning and measuring marketing performances • the behavior of consumers in its emotional, cultural, psychological and habit related components • the environmental key factors for understanding competitive dynamics and in particular the economic analysis of industrial sectors and innovation and the regulatory provisions related to marketing activities 	<ul style="list-style-type: none"> – Strategic marketing and marketing plan modules I+II – Understanding consumer behavior modules I +II – Industry analysis – Legal issues in marketing
<ul style="list-style-type: none"> – issues of operational and tactical marketing, in particular: <ul style="list-style-type: none"> • methods of brand management and brand strategic development, • methodologies and tools for managing product innovation processes • processes of configuration and management of distribution channels 	<ul style="list-style-type: none"> – Brand management – Product innovation and market creation – Channel marketing
<ul style="list-style-type: none"> – statistical methods and tools used for measuring and analyzing data and to make strategic and operational marketing decisions 	<ul style="list-style-type: none"> – Market research

Applying Knowledge and Understanding	
<p>Graduates will be able to:</p>	<p>Ability to Apply Knowledge and Understanding will be achieved through the following courses:</p>
<ul style="list-style-type: none"> – Apply acquired knowledge related to issues of strategic marketing and scenario analyses, in order to: <ul style="list-style-type: none"> • work out strategic marketing analysis to support positioning decisions • identify the key factors that influence purchasing decisions and consumption processes of goods and services, as well as apply various research methodologies on consumption by linking related output to the most advanced theories on consumer behavior • recognize how companies belonging to various industrial sectors operate and interact on the market and assess the impact of innovation and new technologies on competitiveness, as well as assess constraints and opportunities of regulatory provisions related to the creation, production, promotion and sale of goods and services 	<ul style="list-style-type: none"> – Strategic marketing and marketing plan modules I+II – Understanding consumer behavior modules I +II – Industry analysis – Legal issues in marketing
<ul style="list-style-type: none"> – Apply acquired knowledge related to issues of operational and tactical marketing, in order to: <ul style="list-style-type: none"> • define brand positioning, its elements, assess brand image, brand identity and implement actions of brand equity • manage the launch of a new product and all related steps, from creation until definition of the marketing mix, mastering all test and trial tools • define the optimal distributional policies that fit in with the context and the product/service 	<ul style="list-style-type: none"> – Brand management – Product innovation and market creation – Channel marketing
<ul style="list-style-type: none"> – Apply the statistical methods suitable for extensive quantitative market research by using specific software 	<ul style="list-style-type: none"> – Market research

CUSTOMIZED AND LINGUISTIC AREA OF STUDY

Knowledge and Understanding

Graduates will have acquired wide-ranging and in-depth knowledge of their choice related to topics in specific areas, identified based on their interests and in line with the educational program.

Regarding languages, graduates will strengthen their knowledge in English (which is an entry requirement) in order to achieve, at least, a B2 business level; moreover, they will acquire knowledge of a second EU language (Italian: at least level A2; other EU language among those listed in the University Guide: at least level B1 business.).

In the English version of the program, the Italian requirement for non-Italian native speakers is fulfilled by Italian as compulsory second foreign language. In the Italian version of the program, the Italian requirement for non-Italian native speakers is fulfilled by the entry pre-requisite.

Applying Knowledge and Understanding

Graduates will be able to apply the methodologies acquired during the study program and use related practical tools; over time, they will be able to analyze and interpret the environmental context of reference for issues related to the areas of the study program and apply the logical methods acquired for tackling any new problems that may emerge during their professional lives.

Regarding languages, graduates will demonstrate abilities in English, written and oral comprehension and expression (at least post intermediate – business level) and abilities in another EU language (at least elementary level; the exit level depends on the language, Italian or other EU language)

Making Judgements	Graduates will acquire the ability to integrate knowledge, manage complexity and make judgements even with partial information, including considerations and assessments regarding social responsibility and ethics related to the application of economic and managerial skills in the area of the company function of marketing and its implications towards other functions.
Communication	Graduates will acquire skills and tools appropriate for the management and transfer of information, both to specialists and non-specialists of the topic. In particular, they will be able to express themselves clearly and effectively in any setting. They will be able to make a presentation in public using the most modern IT tools.
Lifelong Learning Skills	Graduates will acquire learning skills that allow them to be autonomous in updating and developing their knowledge and competences related to strategic and operational Marketing in various professional contexts.