

<b>STRUTTURA</b>	Scuola Politecnica – Dipartimento SEAS
<b>ANNO ACCADEMICO</b>	2015-2015
<b>CORSO DI LAUREA (o LAUREA MAGISTRALE)</b>	Scienze Economiche e Aziendali
<b>INSEGNAMENTO</b>	Advanced Marketing
<b>TIPO DI ATTIVITÀ</b>	Caratterizzante
<b>AMBITO DISCIPLINARE</b>	aziendale
<b>CODICE INSEGNAMENTO</b>	17591
<b>ARTICOLAZIONE IN MODULI</b>	SI
<b>NUMERO MODULI</b>	2
<b>SETTORI SCIENTIFICO DISCIPLINARI</b>	SECS-P08
<b>DOCENTE RESPONSABILE (MODULO 1)</b>	12 (6-Consumer Behavior + 6-New product Development)
<b>CFU</b>	12
<b>NUMERO DI ORE RISERVATE ALLO STUDIO PERSONALE</b>	72
<b>NUMERO DI ORE RISERVATE ALLE ATTIVITÀ DIDATTICHE ASSISTITE</b>	228
<b>PROPEDEUTICITÀ</b>	Nessuna,
<b>ANNO DI CORSO</b>	2
<b>SEDE DI SVOLGIMENTO DELLE LEZIONI</b>	Consultare il sito <a href="http://politecnica.unipa.it">politecnica.unipa.it</a>
<b>ORGANIZZAZIONE DELLA DIDATTICA</b>	Lezioni frontali, Esercitazioni in aula,
<b>MODALITÀ DI FREQUENZA</b>	Facoltativa,
<b>METODI DI VALUTAZIONE</b>	Esame orale
<b>TIPO DI VALUTAZIONE</b>	Voto in trentesi
<b>PERIODO DELLE LEZIONI</b>	Consultare il sito <a href="http://politecnica.unipa.it">politecnica.unipa.it</a>
<b>CALENDARIO DELLE ATTIVITÀ DIDATTICHE</b>	Consultare il sito <a href="http://politecnica.unipa.it">politecnica.unipa.it</a>
<b>ORARIO DI RICEVIMENTO DEGLI STUDENTI</b>	Martedì 11-13 - previa conferma per email

#### **RISULTATI DI APPRENDIMENTO ATTESI**

Conoscenza e capacità di comprensione

##### Modulo Consumer Behavior

To provide to students an important competitive advantage – practical insights on how to understand & influence customers. Such insights are particularly valuable when competition is intense. Will also provide insight about the anthropological aspects of consumers in society, communities and their behavior.

##### Modulo New Product Development

New product development (NPD) is the complete process of bringing a new product to market. A product is a set of benefits offered for exchange and can be tangible (that is, something physical you can touch) or intangible (like a service, experience, or belief). There are two parallel paths involved in the NPD process: one involves the idea generation, product design and detail engineering; the other involves market research and marketing analysis. Companies typically see new product development as the first stage in generating and commercializing new product within the overall strategic process of product life cycle management used to maintain or grow their market share.

Capacità di applicare conoscenza e comprensione

Modulo Consumer Behavior

The course aims to study consumption choices and behaviours from a social and cultural point of view supplying insights useful to understand consumer behavior. The course will focus on qualitative methodologies, such as interviews, case studies and ethnographies, which are well adapted to study the experiential, sociological and cultural aspects of consumption.

Modulo New Product Development

- ability to work with business management teams
- ability to define and achieve both short and long term technical and business goals
- understanding the proven steps necessary to produce a viable product
- understanding the difference between a plan on paper and the reality of a rapidly evolving technical product market

Autonomia di giudizio

Modulo Consumer Behavior

The students will learn how to know the qualitative aspects of consumers in order to interpret their behaviors.

Modulo New Product Development

This course will introduce students to product development in a global economy. Students will learn about identifying customer needs, generating specifications, selecting concepts, selecting a fabrication or procurement process, generating a prototype, and testing the product. Emphasis will be placed on the lean product development system model and how to integrate suppliers, either local or global, into the product development process

Abilità comunicative

Modulo Consumer Behavior

The course aims at familiarizing students with some of the freshest tenets in consumer research and marketing practices, which become the very ground for marketing professions including brand management, store and product design, experience marketing, event and communication management, to quote but a few.

Modulo New Product Development

Among the objectives for this course there is that to learn terminology, institutions, and programs of modern marketing for new products and services.

Capacità d'apprendimento

Modulo Consumer Behavior

- Consumer identity projects study on personal web space, that is how consumers creates a coherent self through marketer-produced materials
- Marketplace culture, such on the subcultures, which look at consumers as culture producers.
- Mass-mediated marketplace ideologies and consumers' interpretive strategies, such as looking at how consumer ideologies and identities are influenced by economic and cultural globalisation and how cultural product systems orient consumers toward certain ideologies or identity projects.
- Sociohistoric patterning of consumption, that study the influence of social capital on consumption choices.

Modulo New Product Development

Success in today's competitive global economy depends substantially on a firm's ability to define, develop, and introduce outstanding new products more efficiently and effectively than its competitors. This course introduces students to best practices and attributes of world-class product development leaders and organizations. Critical success factors and inhibitors to the commercialization of complex products and systems are discussed, along with state-of-the-art methodologies, processes, and tools

## **OBIETTIVI FORMATIVI**

### Modulo Consumer Behavior

Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.[1] It blends elements from psychology, sociology, social anthropology, marketing and economics. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behaviour. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

### Modulo New Product Development

This course will introduce students to product development in a global economy. Students will learn about identifying customer needs, generating specifications, selecting concepts, selecting a fabrication or procurement process, generating a prototype, and testing the product. Emphasis will be placed on the lean product development system model and how to integrate suppliers, either local or global, into the product development process

<b>MODULO</b>	<b>Cosnumer Behavior</b>
<b>ORE FRONTALI</b>	<b>LEZIONI FRONTALI</b>
6	Introduction
6	Etnografy
6	Consumer identity projects
6	Marketplace culture
6	Mass-mediated marketplace
6	Digital ethnography
<b>TESTI CONSIGLIATI</b>	<b>Jim Blythe Consumer Behavior - Sage</b> <b>Belk et al. qualitative consumer &amp; Marketing Research - Sage</b> <b>Articles distributed in the class.</b>

<b>MODULO</b>	<b>New product development</b>
<b>ORE FRONTALI</b>	<b>LEZIONI FRONTALI</b>
6	Introduction
6	Service Dominant Logic
6	Value co-creation
6	Product design
6	Service Design
6	Practical case studies
<b>TESTO CONSIGLIATO</b>	Material and articles will be indicated in the class. For the SDL a must read is Lusch & Vargo Service Dominant Logic - Cambridge Press