



# Topic 1: MARKETING: CREATING CUSTOMER VALUE AND ENGAGEMENT

## LESSON CONTENT AND OBJECTIVES

### Content

1. Defining marketing

2. Outlining the steps in the marketing process

### Objectives and expected results

The module introduces you to the basic concepts of marketing.

We start with the question: What is marketing? Simply put, marketing is engaging customers and managing profitable customer relationships.

Next, we discuss the five steps in the marketing process



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# Topic 2: THE FUNDAMENTAL CONCEPTS GOVERNING MARKETING

## LESSON CONTENT AND OBJECTIVES

### Content

1. Definition and comparison between Strategic Marketing and Operational Marketing
2. Description of the market offer and its components

### Objectives and Expected Results

An overview of the two primary forms of marketing—strategic and operational—is provided in the first section of the module. The second section of the module, "The needs, desires and demands of consumers," attempts to identify the first of the five significant aspects of the market and customer benchmarks.



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## Topic 3: THE MARKET OFFER AND THE CUSTOMER

### LESSON CONTENT AND OBJECTIVES

#### Content

1. Explanation of the market offer and its components
2. Analysis of customer value and satisfaction

#### Objectives and Expected Results

The objective of this module is to provide a clear definition of what is known as "market offer" and to emphasise the significance of products, services, and experiences to the customer's essential role. The purpose of the module is to enhance comprehension about the market offer declined through products, services and experiences to fulfil customer satisfaction.



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## Topic 4: ADVANCEMENT OF MARKETING AND SETTING UP ITS STRATEGY

### LESSON CONTENT AND OBJECTIVES

#### Content

1. Primary features of the growth of marketing are recognised.
2. An investigation of societal shifts.
3. Customer-oriented marketing strategy definition.

#### Objectives and Expected Results

The purpose of this section is to underline the evolution of marketing, its relevance to progress in society, and the crucial role of a marketing strategy.

The idea is to inspire students to reflect on the essence of marketing and its capacity to change involved in the setting of a marketing strategy.



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## Topic 5: THE MARKETING MANAGEMENT ORIENTATION

### LESSON CONTENT AND OBJECTIVES

#### Contents

1. Production orientation
2. Product orientation
3. Sales orientation
4. Marketing orientation
5. Social marketing orientation

#### Objectives and expected results

The module aims to highlight the existence of different orientations and not just marketing orientation.

The expected results are to stimulate in students the ability to understand not only the orientations that have occurred over time but also their rationale.



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# Topic 6: THE MARKETING PLAN AND CRM

## LESSON CONTENT AND OBJECTIVES

### Content

1. Defining a marketing plan
2. Developing customer relationships

### Objectives and expected results

The module aims to clarify what is meant by a marketing plan, thus what its function is, and what customer relationship development consists of.

The expected results are to stimulate students' thinking about the marketing plan as the next step in relation to marketing strategy and program aimed at building the customer relationship



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# Topic 7: CUSTOMER RELATIONSHIP MANAGEMENT - PART 2

## LESSON CONTENT AND OBJECTIVES

### Content

1. Consumer-generated marketing and PRM
2. Customer loyalty and retention and relative share development
3. Customer equity and building the right relationship with the right customers

### Objectives and expected results

The module aims to clarify what is meant by consumer-generated marketing and PRM, then how to retain customers and manage relative share, and what customer equity consists of.

The expected results are to stimulate students' thinking about the topics covered from the perspective and with the ultimate goal of effective customer relationship management



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## Topic 8: THE EVOLUTION OF MARKETING SCENARIOS

### LESSON CONTENT AND OBJECTIVES

#### Content

1. The changing business environment and the digital age
2. The development of nonprofit and pro-social mktg and the rapid globalization of markets
3. International mktg decisions and the sustainable mktg

#### Objectives and expected results

The module aims to clarify how much impact the evolving business environment, the digital age, the development of nonprofit and pro-social mktg, the rapid globalization of markets, international mktg decisions, and sustainable mktg.

The expected outcomes are to stimulate students' reflection about the topics covered in the perspective and with the ultimate goal of making them understand how the business, and its decisions, are part of a larger ecosystem



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## Topic 9: STRATEGY AND CREATING COMPETITIVE ADVANTAGE

### LESSON CONTENT AND OBJECTIVES

#### Content

**Outlining the business strategy: the role of marketing and the portfolio of activities**

**Describe the marketing strategy and marketing mix**

**Analyze the management of marketing initiatives and the measurement and management of related performance**

**Explain competitive analysis**

#### Objectives and expected results

**The module aims to show what corporate strategy is and, consequently, the role of marketing and the portfolio of activities, the importance of interactions with different partners, the measurement and management of marketing performance and the competitive analysis**



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# Topic 10: DESIGNING THE STRATEGY: THE ROLE OF MARKETING

## LESSON CONTENT AND OBJECTIVES

### Content

1. Definition of strategic planning
2. Explanation of the vision
3. Analysis of the strategic planning phases
4. Mission description

### Objectives and expected results

The module aims to show what strategic planning is and its phases, the business vision and the mission

The expected results are to stimulate students' reflection and understanding on the role and importance of planning and on the difference and connection between vision and mission



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