



RELATIONSHIP MARKETING

Enrollment year	2022/2023
Academic year	2024/2025
Regulations	DM270
Academic discipline	SECS-P/08 (CORPORATE FINANCE)
Department	DEPARTMENT OF BRAIN AND BEHAVIORAL SCIENCES
Course	PSYCHOLOGICAL SCIENCES
Curriculum	PERCORSO COMUNE
Year of study	3°
Period	1st semester (23/09/2024 - 10/01/2025)
ECTS	6
Lesson hours	44 lesson hours
Language	Italian
Activity type	ORAL TEST
Teacher	CATTANEO CARLA BRUNA ANGELA (titolare) - 9 ECTS
Prerequisites	No special prerequisites are required. It is suggested the knowledge of fundamentals of Management and Marketing (courses: Economia e Gestione delle Imprese and Marketing)
Learning outcomes	The course aims to outline the evolution that the concept of marketing has followed over the years as a result of the gradual adaptation to the changes occurring in the economic and social consumption patterns, technology and, above all, the strategic businesses approach.
Course contents	<ul style="list-style-type: none">- The evolution of the concept of marketing and his new role.- From transactional marketing to relationship marketing.- The dimensions of relationship marketing: the new concept of value for consumers and the creation of value through consumers.- The critical success factors: people, process, technology, knowledge.- Customer loyalty and Corporate Reputation as corporate values.- The Customer Relationship Management as a tool for relation

	<p>development.</p> <ul style="list-style-type: none"> - Case studies and examples of best practices.
Teaching methods	<p>In addition to the more traditional lectures, will be proposed external interventions, in the form of seminars, and working group on marketing topics applied in innovative contexts. The working group will be carried out together with the tutors and then presented in the classroom. the contents and calendar of seminars and of the team assignments will be defined at the beginning of the course and then published on the page of the course on the KIRO platform (e-learning)</p>
Reccomended or required readings	<p>Carla Bruna Cattaneo, Consumer evolution - Marketing development. An indissoluble relationship, Cacucci Editore, Bari, 2017</p> <p>During the lessons will be given additional readings to integration.</p>
Assessment methods	<p>Oral examination - the exam is aimed at understanding both the knowledge and skills acquired and the ability to critically approach the various topics addressed.</p> <p>Grading scale: (0-30. Honours are possible</p>
Further information	<p>NOTE: students enrolled in the Inclusive Learning Modalities programme ("Modalità didattiche inclusive) are requested to contact the Professor and the Degree Course Coordinator in order to assess specific needs and define targeted support actions.</p>
Sustainable development goals - Agenda 2030	<p>The course includes Seminars - Working group aimed at raising awareness on the issues of CSR, sustainability, gender equality and the environment</p> <p>\$lbl_legenda_sviluppo_sostenibile</p>