
Strategic planning and control

Finalità

Strategic choices and Marketing are essential points in the decision making processes of any business management.

Among the critical activities that a manager is facing in his day-by-day duty we can mention:

identification of a “business idea”;
qualification and understanding of the reference market;
analysis of the needs of the potential clients;
finding of comprehensive solutions with qualitative and quantitative tools.

Programma

The course is aimed at developing a reliable, significant and applicable guide for a complete strategic analysis of marketing problems and decisions. In this contest, the analysis will be focused on goods and services with particular emphasis to the market of consumer goods.

PART ONE

The role of marketing activities inside a company and their evolution in response to the growing complexity of the markets will be treated:

market driven management concept;
key elements of the present markets:
a) economic globalization;
b) new communication and information technologies;
c) long lasting development solutions.

PART TWO

Definition of a marketing strategy, choice of an “excellent strategic formula” and consequent development of a strategic plan are addressed:

analysis of client needs through market segmentation and relative segmentation strategy;
analysis of segment attractiveness;
analysis of segment competitiveness;
growth, competition and international development strategies;
content, objectives and development of a strategic plan.

The course will complement the traditional teaching sessions with an interactive communication methodology, whereby the students will be stimulated to conjugate theory and practice through discussions of case histories, team works and presentations of real business experiences.

Modalità d'esame

Written - obligatory, oral - facultative.

Testi consigliati

A reference anthology, as support to the course, is under preparation. Detailed information will be available on line asap.
For a more specialized reading we recommend “L’analisi strategica per le decisioni aziendali” Robert M. Grant ed. il Mulino