



8360 – ADVANCED MARKETING

COURSE SCHEDULE A.Y. 2008-2009

Teachers: Proff. I. Soccia, A. Rurale, G. Miniero

Tutor: G. Miniero

Date	Hours	Room
Tuesday	16.15-17.45	32
Friday	10.30-12.00	

Course Description and Objectives:

The course aims at addressing the management of the interactions and relationships between firms and customers. That is, in fact, one of the most important topics in marketing. The most recent innovations are discussed, both from a theoretical and a practical point of view. This topic is addressed by paying attention to the particular features of the artistic and cultural institutions. In fact, since even these industries are involved in the typical economic evolutions of the business world, the managerial practices of interactions and relations with the market must be taken into account and rethought. The course aims at developing the professional competencies that are needed to manage the moment of interactions and relationships with the customer base.

In particular, the goals of the course are the following:

- To discuss the evolution of the market and the necessary evolution of the marketing strategies and policies;
- To propose models and tools to manage customers relationships.

In order to reach those goals, during the course we address the following contents:

- Interacting with customers: the consumption experience
- The economic evolution towards experiences and its impacts on the markets
- New approaches to market: investing in interacting and relating with the clients
- The management of the interactions: the experiential marketing
- The psychology of emotions
- The benefits of the managing of the consumption experience: Customer satisfaction
- Analyzing, measuring and managing customer satisfaction
- The dynamic model of customer loyalty
- Customer Relationship Management processes
- Loyalty management: principles and managing tools
- The loyalty programs

Course Material:

Attending students

- M. Addis, A. Rurale, I. Soscia, "*Managing the interactions and relationships with customers*", collection of readings.
- Slides (published on the learning platform)
- Case studies
- Testimonial materials

Non - Attending students

- M. Addis, A. Rurale, I. Soscia, "*Managing the interactions and relationships with customers*", collection of readings.
- Slides (published on the learning platform)
- Case studies
- Testimonial materials
- Prahalad C.K. – Ramaswamy V, "*The future of competition. Co-creating unique value with customers*", 2004

Tutorship:

The Tutor will support students in the preparation of the field project. Weekly office hours will be available to students. These have to be arranged by email (giulia.miniero@unibocconi.it) each time.

Detailed Description of Assessment Methods:

The course will explore three main Marketing Aspects:

- a) Customer Experience
- b) Customer Relation Management
- c) Customer Loyalty

Then, Marketing Research Methods, which be developed in a relevant part of the course, are considered a specific and important asset of the Course necessary for the correct preparation of the exam and the field project.

Students have to choose whether they take the exam as attending students or as non-attending students.

Attending students

- Attending students will develop a Field project which will be communicated to the Tutor by the 6th March 2009 and will be evaluated in grades (0-30). Field projects will count 40% of the final grade. Field projects should be handed in by the 26th May 2009. Specific requiremnt of the field projects will be posted on E-learning platform.
- In order to develop the field prjects students have to be devided into groups. Groups can be from 3 to 5 persons at most. Each group have to name a Group leader who will be in contact with the Tutor for any coomunication. The composition of each group must be emailed to the Tutor by the 3rd March 2009.
- Attending students will develop two case studies during the course and will hand in a written output of each case during a specific lesson. Case studies will count 10% of the final grade.
- Written exam will count 50% of the final grade.

- Class participation will be evaluated awarding students with 1 points.
- An oral exam will be possible and will count +/- 2 points.
- Attending students will be allowed to take exam only in the first two calls in June or July. After the summer all students will be considered as Non attending students.
- Students are expected to consult frequently the web platform of the course. This is used by the professors and the tutor to upload materials, provide information and communicate last minute changes due to unpredictable events.

Non - Attending students

For non-attending students, the final exam is constituted by:

- A written exam;
- An oral exam only for students who are willing to take it; its grading results will count +/- 2 points

Final Exam:

Date	Hour	Methods
23-06-09	16.30	Written Final Exam
10-07-09	8.30	Written Final Exam
NO Midterm exam		

Calendar:

No Date – Hour	Lesson	Topic	Teacher	References
Tuesday 17/02/09 (16.15 - 17.45)	L1	Introductory lesson. Investing in creating and developing customer relationships	AR1	Petkus (2004) Haeckel, Carbone, Berry (2003)
Friday 20/02/09 (10.30 - 12.00)	L2	Presenting the field projects: Exhibition “Il Futurismo 1909/2009: Milano, la Città che sale” Palazzo Reale, Milano	AR2	MASSIMO VITTA ZELMAN Chief Executive Officer Skira Editrice
Tuesday 24/02/09 (16.15 - 17.45)	L3	Defining the consumption experience: a general model	IS1	Bagozzi, Gopinath & Nyer (1999)
Friday 27/02/09 (10.30 - 12.00)	L4	The psychology of emotions and its marketing implications	IS2	Soscia (2007)
Tuesday 03/03/09 (16.15 - 17.45)	L5	The experiential differentiation strategy: The principles	AR3	Holbrook and Hirschman (1982) Meyer, Schwager (2007) Pine, Gilmore (1998)
Friday 06/03/09 (10.30 - 12.00)	L6	Defining the Field Project	GM1	Instructor's material
Tuesday 10/03/09 (16.15 - 17.45)	L7	Managing the environmental context of the consumption experience: The environmental atmosphere and its features. Managing the experiential context and fundraising: The case of Museo della Scienza e Tecnologia:	AR4	Schmitt (1999) Pralhad & Ramaswamy (2003) Addis, Carù, Rurale (2007) GIOVANNI CRUPI, Head of Marketing and Communication MUSEO TECNOLOGIA
Friday 13/03/09 (10.30 - 12.00)	L8	Research methods and techniques	IS3	Malholtra (2004), ch. 5
Tuesday 17/03/09 (16.15 - 17.45)	L9	Research methods and techniques	IS4	Malholtra (2004), ch.6
Friday 20/03/09 (10.30 - 12.00)	L10	Planning and designing an event. Discussing a case study: The Jägermeister case.	GM2	Jagermeister Case
Tuesday 24/03/09 (16.15 - 17.45)	L11	A model to analyze and manage customer satisfaction. Gap Model	IS5	Valdani & Busacca (1992)
Friday 17/04/09 (10.30 - 12.00)	L12	Advanced research methods and technique: quantitative tools	GM3	MARIO MORELLI, Researcher, Quantitative division, EURISKO
Tuesday 21/04/09 (16.15 - 17.45)	L13	Experiential differentiation: “Better sex and better life”, the case of Durex Condoms.	AR5	MIRKO MORSELLI, Head of Marketing SSL-Healthcare Italia
Friday 24/04/09 (10.30 - 12.00)	L14	Advanced research methods and technique: qualitative tools	GM4	SARA TADDEI, Researcher, Qualitative division, IPSOS
Tuesday 28/04/09 (16.15 - 17.45)	L15	A model to analyze and manage customer satisfaction: Milano per La Scala	AR6	MARCO MARGHERI Milano per la Scala: Case Study

Tuesday 05/05/09 (16.15 - 17.45)	L16	Environmental psychology and experiential atmosphere: PAD model. The case of ECHAPPEE VERTE.	AR7	FRANCESCO CATALANO, Directeur Marketing NOVOCERAM
Friday 08/05/09 (10.30 - 12.00)	L17	Carrying out the field projects	GM5	Instructor's material
Tuesday 12/05/09 (16.15 - 17.45)	L18	Towards customer loyalty. The dynamic model	AR8	Costabile (2000)
Friday 15/05/09 (10.30 - 12.00)	L19	Feltrinelli Più Card, a case of Customer Loyalty	AR9	Winer (2001) FABIO BRUGNOLI, Marketing and Communication Director Feltrinelli Editrice, DENIS NALON, Marketing Director Fujitsu System Italia
Tuesday 19/05/09 (16.15 - 17.45)	L20	The strategic investments in loyalty management. Discussing a case study: Hilton Hhonor Worldwide	AR10	"Hilton Hhonor Worldwide: Loyalty Wars" case study
Friday 22/05/09 (10.30 - 12.00)	L21	Measuring the returns of CRM investments	AR11	Gupta & Lehmann (2003) Reichheld (2003) Berman (2006)
Monday 25/05/09 (8.45 - 10.30)	L22	Loyalty Card	AR12	LANFRANCO LICAULI, Communication Director, Piccolo Teatro di Milano
Tuesday 26/05/09 (16.15 - 19.30)	L23 L24	Presenting the field projects outputs	AR13 AR14	

Office hours

Office hours are available at (<http://www.uni-bocconi.it> > [Didattica](#) > [Orari Aule Calendari](#) > [Orario di Ricevimento Docenti](#)).

Office hours could vary: please check on the website.

Segreteria Marketing

Via Roentgen, 1

Tel. 02.5836.6806-3704-3694