Services Marketing
Conventional, non conventional and neuro-marketing

Master of Science in Innovation Management – MAIN
Academic year 2021/22

1. <u>General information on the course</u>

Name of the course	Services marketing Conventional, non conventional and neuro-marketing
Degrees	Master ("Laurea Magistrale") in Innovation Management – *MAIN*
Type	
Cycle/Year/Semester	2nd Year; 1st Semester
Class hours	36h
Language of the course	English
Department	Institute of Management (IoM)
Lecturer	**Giuseppe Turchetti and Ugo Faraguna**
Assistants	
Time and place of lectures	
Office hours	Anytime at the office or by fixing an appointment by email

2. <u>Content of the course, objectives and list of topics</u>

   2.1 <u>Contents</u>
   The course is organized in three parts:
   a) Conventional marketing: we will focus on the fundamentals of marketing. The following topics will be analyzed: definition of marketing, analysis of the market, segmentation, targeting and positioning strategies, marketing mix tools (product, price, place, promotion), differences between marketing of products and marketing of services.
   b) Non conventional marketing: we will focus on non conventional marketing approaches and analyze tribe marketing, guerrilla marketing, viral marketing.
   c) Neuromaketing: we will focus on the so called "consumer neuroscientific approach" and its application to marketing (neuromarketing). This part is organized in four sections: c1) we will pave the way to the understanding of consumer neuroscience by offering some fundamentals in functional anatomy; c2) we will introduce the brain imaging approach applied to marketing; c3) we will deal with the parameters influencing perception and the role of non conventional marketing in a wide range of applied fields, from pricing science to in store advertisement to consumer behavior prediction; c4) we will organize a practical experimental test. A paradigm implying the use of eye-tracking will be designed, conducted and analyzed.

   2.2 <u>Objectives</u>

By the end of the course the students should be able to: i) understand the rationale and tool of conventional and non conventional marketing; ii) understand and interpret basic neuroscientific imaging data; iii) develop an overall critical approach to neuromarketing consultancy; iv) design an eye-tracking experiment.

2.3 <u>List of topics</u>

A) Intro to Marketing

      A.1)   Definition of Marketing
      A.2)   Analysis of the market
      A.3)   Segmentation, targeting and positioning strategies
      A.4)   Marketing mix tools (product, price, place, promotion)
      A.5)   Differences between marketing of products and marketing of services

B) Non Conventional Marketing

      B.1)   What is non conventional marketing?
      B.2)   Tribe marketing
      B.3)   Guerrilla marketing
      B.4)   Viral Marketing

C) <u>Consumer Neuroscience</u>

      C.1)   Principles of Functional Neuroanatomy
      C.2)   Evolution of the brain
      C.3)   Introduction to brain imaging
      C.4)   General principles of brain funtion
      C.5)   Attention: top-down and bottom-up processes
      C.6)   Eye-tracking approach to marketing

3) <u>Prerequisite</u>
No specific prerequisites are required.

4) <u>Teaching method</u>
Lectures are of three types: i) traditional lectures, where the lecturer presents topics ii) journal clubs, during which students will have the chance to critically read and present relevant literature iii) experimental paradigm design, eye-tracking data collection and analysis.

5) <u>Evaluation method</u>
50% of the final score will be assigned by individual and group assignments during the course.
The remaining 50% of the final score will be based on the written exam at the end of the course. A sufficient grade (18/30) is at minimum needed in the written exam to pass.

An additional adjustment (max + 1 point) of the final score will be possible considering individual behavior in classroom & participation at discretion of the lecturer.

Teaching Material:

-Introduction to Neuromarketing and Consumer Neuroscience Author: Ramsoy Thomas Zoega Editore: INGRAM INTERNATIONAL INC (2015) ISBN 10: 8799760207

Additional selected readings and materials will be assigned during the course.