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del Sacro Cuore

Intercultural Marketing

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Module 1 – Distribution and trade decisions

PROF. PROF. FRANCESCA NEGRI

Course aims

The course is made up of 2 distinct, although related, modules.

This module aims to analyze the evolution of trading relationships between manufacturers and retailers. After a deep analysis of context' major trend and discontinuities, the course attention will be focused on the operational topics (retailing mix), new development trends of sales channels and the growing role of stores as communication Media.

Through course attendance and self-study students will be able to develop their capability of making judgments independently reaching the ability to take both strategic and executive decisions, even in uncertain conditions.

Learning outcomes

The course aims to provide students with the basic knowledge and tools to understand the main phenomena on the Retail and Trade scenario and to develop their own critical views on these facts. In particular, they will:

- Take a look at the most important scenario challenges
- Discover traditional and new paradigms in Marketing Theory, also in the light of ICT
- Understand the main issues in managing channel relationship (strategic approach)
- Gain confidence with retailing mix tools (operational approach)
- Verify the connection between theoretical models and manufacturers/retailers management practices trough which national and international case histories, particularly within the Modern Grocery Distribution (MGD) sector.

Course content

1. Context analysis and new marketing paradigm
2. Marketing outline: Consumer Marketing, Retail Marketing and Trade Marketing
3. Managing channel relationship: Partnership and conflicts among firms within the Marketing Channel
4. Evolution in sales channel and store formats
5. Vertical branding and Store Brand
6. Operational topic: assortment decisions, promotion and pricing policies, communication mix
7. Technology and Digital evolution in the retail sector
8. Future trends and evolution



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Reading list

For attending students, a specific readings list will be designed for.

For non-attending and exchange students, a specific readings list will be designed for.

The lecturer will communicate the detailed reading list and other directly to the class at the beginning of the course: all these indications will be available also on Blackboard platform.

Teaching method

Traditional lectures will be integrated with managerial seminars, collective discussions and assignments (individual and/or in team developed), with the aim to develop problem-solving attitude, acquire critic approach and team-work attitude.

Assessment method and criteria

Students will be assessed on their knowledge of the content and on their ability to interpret the present outcomes of channel management in a critical way.

The final exam is written (with 3 open-ended questions) both for attending and non-attending students, even if it is differentiated in contents. The differentiation of the exam programme between attending and non-attending students is due to the fact that attending lectures will give to the students the possibility to deepen the topics of the course with up-to-date analysis, managerial seminars, case histories, class discussion and team project works.

Communication skills using appropriate language will be tested through evaluation of suitability of vocabulary and form of expression used during the final exam. The written text will aim students to develop the ability to synthesize information and to organize a proposition.

For attending students the written exam is based on 3 different questions regarding lectures contents, class discussions, managerial evidences and a selection of readings as indicated in the previous reading list. The final written exam will take 45 minutes at a whole. In particular, time available for each question is: 20 minutes for the first one, 15 minutes for the second one, 10 minutes for the last one. Questions will be open and based on own elaboration skills in order to evaluate students' learning capability of theoretical contents. The final score will be graduated within a 0-30 scale and the 3 different questions will count 15 points for the first one (reasoning question), 10 points the second one (open-ended question) and 5 points the last one (precise question). For non-attending students the final written exam is based on 3 different questions regarding exclusively the specific readings selection indicated in the bibliography, designed ad hoc for non-attending and exchange students. Also in this case the overall duration of the exam is 45 minutes, and time available for each question is: 20 minutes for the first one, 15 minutes for the second one, 10 minutes for the last one. The final score will be graduated within a 0-30 scale and the 3 different questions will count 15 points for the first one (reasoning question), 10 points the second one (open-ended question) and 5 points the last one (precise question).

Each grade is based on the accuracy of the student's responses, the ability to create connections and the personal contribution in analyzing channel management topics.



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Module II – Sociology of consumer behavior

PROFESSOR BARBARA BARABASCHI

Course aims and intended learning outcomes

The course will tackle the basic concepts and theories of the Sociology of consumption, as well as their application to the analysis of consumer behaviors in contemporary globalized societies. The course aims also to discuss new trends in consumer behaviour, such as those linked to the “prosumer” paradigm and the sharing economy. Consumer behaviour will be studied by integrating sociological perspective with that of other disciplines such as economics, psychology, anthropology and communication studies.

At the end of the course students will be able

- to interpret the complexity of consumer behaviour from a sociological perspective;
- to analyse the role and impact of individual, social and economic factors on consumer behavior;
- to compare different social contexts and consumer attitudes from a cross-cultural point of view;
- to reflect in a critical way on the relation between producer and consumer and on the new forms of consumption.

Course content

- Sociological theories of consumption.
- Socio-economic, cultural and cross-cultural factors influencing consumer behavior.
- Lifestyles, social networks and consumer behavior.
- Critical consumption and consumerism.
- Evolution in producer and consumer behavior: co-creation and co-production.

Reading list

The detailed reading list and other references to support teaching will be provided during the course and they will be available on Blackboard platform.

Teaching method

Traditional lectures, collective discussion of case studies, seminars with experts and firms representatives, project work. During the course, students will have the opportunity to work in groups and present the results of their project works. Seminars require students an active participation, in order to contribute to the discussion with experts.

Assessment method and criteria

For attending students, the final exam consists of a written test based on two open-ended questions, aiming to evaluate theoretical knowledge (60% of the grade) and on a two project works prepared and discussed in the



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last lessons of the course, aiming to evaluate student critical sense along with the correct use of sociological concepts (40% of the grade).

For non attending students, the final exam consists of a written test based on four open-ended questions, aiming to evaluate theoretical knowledge (60% of the grade) and on a two case studies to analyze and discuss aiming to evaluate student critical sense along with the correct use of sociological concepts (40% of the grade).

Notes and prerequisites

Attendance at lectures is not compulsory, but strongly recommended.

Information on office hours available on the instructor's personal page at <http://docenti.unicatt.it/>.