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## Understanding the customer: theories, trends, and values for an effective communication strategy

PROF. STEFANIA VITULLI

### OVERVIEW

**Area:** Marketing and Communication

**Dates:** 10 – 20 July (2 weeks)

**Campus:** Milan

**Term:** Summer School 2018

**Credits:** 6 ECTS

### COURSE DESCRIPTION

The course aims at introducing the student to the main theories and the latest trends related to the field of consumer behavior: target market, needs, values. After a short introduction on psychological and sociological perspectives, the students will have to face and apply the consumer behavior theories in the fields of marketing and corporate communication. Contents are designed to encourage students to reflect on consumer response to marketing actions: exposure, attention, perception and decision making. Throughout practical projects the students will conduct customer researches for a specified product category. The aim of the research will be to deliver detailed customer profiles of the resulting segments and to draw conclusions about appropriate marketing communications strategies. Focuses on the principal methodological and technical options of qualitative research, the principal theories and tools of qualitative research, consumer-based marketing research techniques such as surveys and focus groups, on different stakeholders and on e-marketing will be part of the course.

### COURSE CONTENTS

**Lesson 1:** Course presentation and introduction. Consumer behavior: theoretical issues. Case histories.

**Lesson 2:** Needs and motives. Consumer response to marketing actions: exposure, attention, perception

**Lesson 3:** Learning and attitudes - Decision making

**Lesson 4:** Research on consumer behavior: key theories of social and cultural psychology.

Review and assess how integrated campaigns can be measured and understand how specialist agencies manage integrated campaigns

**Lesson 5:** Midterm Exam

**Lesson 6:** Psychological relationship between persons, brands, products. Not only the customer: other stakeholders. Case histories.

**Lesson 7:** Values – Global values – Country culture elements.

**Lesson 8:** Consumer behavior and advertising. Understand how and when to use particular types of marketing communications on their own or in combination. Review and assess how integrated campaigns can be measured and understand how specialist agencies manage integrated campaigns. Case histories.

**Lesson 9:** A conversation agency: how to help brands to listen consumers, understand c.b. and engage consumers in conversations in social media. COMPANY VISIT EXPECTED.

**Lesson 10:** Final Exam



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## METHOD OF TEACHING

The course is based on interactive lessons with role playing in case study analysis, essays writing and presentation, and group discussions.

A list of references will be indicated during the course.

## COURSE REQUIREMENTS

- a. Students are expected to regularly attend sessions and to actively take part in debate;
- b. Before each class, students are expected to have read the compulsory readings (and are strongly advised to read the recommended readings);
- c. Students are required to orally present one of the topics outlined in the syllabus according to the instructor's instructions;
- d. Students will have to take a final written exam.

## GRADING

Class participation	30%
Individual/Group assignments	30%
Exams	40%

## COURSE READING AND MATERIALS

The lecturer's slides, readings and essays for exams and assignments will be available on Blackboard.

- Krugman (2008) *Consumer behaviour and advertising involvement*. Routledge
- Solomon, Bamossi, Askegaard, *Understanding the customer*, Prentice Hall
- Belk, Scott, Askegaard (2012). *Research in consumer behaviour*. Emerald Group
- Morse and Richards (2007). *Readme First for a User's Guide to Qualitative Methods*. Sage

## INDIVIDUAL ASSIGNMENTS

In order to test abilities in public speaking, use of creative tools, content comprehension and research, students will have to work on individual assignments, that will require a classroom presentation or a written paper.

## GROUP ASSIGNMENTS

In order to foster cooperative learning and an in-depth study of a particular topic of interest, students will be responsible for participating in group presentations. Each group will consist of 2/4 students.



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## MID-TERM TEST

The Midterm Test will consist of two open questions to test basic knowledge and comprehension of course material and theoretical topics.

## FINAL EXAM

The final exam will consist of a customer research for a specified product category.

## RULES OF CONDUCT

**Attendance:** Attendance is mandatory and no absence/s will be excused. Unexcused absences will prevent students from being admitted to the final exam. In case of health issues, students will need to inform both UCSC International Office (at [international.advisor@unicatt.it](mailto:international.advisor@unicatt.it)) and the professor and provide a medical certificate.

**Exam Date:** The exam date cannot be re-scheduled. Unexcused absences will result in a failing grade. In cases of unforeseeable circumstances such as illness or injury on the day of the exams, the student must submit a medical certificate and communicate his/her absence to the Professor and UCSC International Office via email prior to the exam. If the student does not justify his/her absence through sufficient documentation and with adequate notice before the final test, the student will receive an automatic Failed.

## INSTRUCTORS BIO

MARIAROSARIA SAVARESE, PhD candidate at the School of Psychology, researcher in the EngageMinds Hub - Consumer and Health Engagement Research Centre, Università Cattolica del Sacro Cuore in Milan. Master's Degree in "Psychology for Marketing and Organizations", Executive Master's Degree in "Qualitative methods applied to Social and Marketing Research". In charge of the laboratory activities for the teaching "Methods and Techniques of Process Methodology" and "Marketing and Consumer Psychology". Didactic tutor of the Specialization program in "Social and Consumer Information Scientist for Marketing Intelligence" (2016-2017). Coauthor of several publications in the field of patient and consumer engagement and healthy food consumption models.

JACOPO PERFETTI, MBA right brain focused on strategy and marketing and a BSC left brain focused on culture and creativity, launched many entrepreneurial ventures in different fields. He teaches entrepreneurship at SDA Bocconi School of Management (eMBAs and eMBAwe) and he has written three books (McGrawHill, Sperling&Kupfer, Feltrinelli) about marketing and entrepreneurship. Creative and marketing consultant for 10eLotto, Adidas, Berlucci, Branca, Campari, Eni, ilGiocoDelLotto, laRinascente, Moleskine, Nescafé and Unilever Food Solutions. An "artoholic", he has published many art catalogues and developed artistic projects. An environmentalist, he co-founded Nido Naturà in 2015 which was the the first vegan nursery in Italy.

**Stefania Micaela Vitulli** is a creative consultant and journalist. She is contract professor of Business Communication and Advertising Management at Università Cattolica del Sacro Cuore, Milan, where she teaches also Green Communication. She is research fellow at LabCom, UCSC, and professor and Senior Tutor at the Master in Corporate Communication, UCSC. She is the author of articles and academic papers on green communication and sustainability.

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