

SCHOOL	Santa Giulia Academy
ACADEMIC YEAR	THREE-YEAR PROGRAM III - 2025/2026
SUBJECT	1650 Art Direction II
TYPE OF SUBJECT	Theoretical-Practical
NUMBER OF HOURS PER LESSON	3
NUMBER OF ECTS CREDITS	4
DISTRIBUTION OVER THE ACADEMIC YEAR	ANNUAL

EDUCATIONAL OBJECTIVES AND EXPECTED RESULTS

The course is designed to provide institutional training in the field of strategic marketing. The marketing planning process is structured into three distinct phases: analysis, strategy, and the formulation of an operational plan, all aimed at designing a customer experience that generates a competitive advantage. We will also address issues related to digital marketing, which encompasses the activities that utilize web channels to enhance results throughout the marketing planning process. Upon completion of the course, the student will be proficient in designing a marketing plan, which serves as the document that formalizes the marketing strategy to be implemented, elucidates its underlying assumptions, and translates it into operational programs that will subsequently require monitoring.

Knowledge and understanding	Upon completion of the course, the student will be proficient in conducting independent research, comprehending, and delving into: • the external context (socio-demographic, economic, and technological trends) • direct and indirect competition from the extra-sector • the behavior of the client • the customer experience • various forms of pricing and revenue methodologies
Applying knowledge and understanding	The knowledge acquired on the various topics should be organized by applying certain maps: • Context Canvas • Business Model Canvas for Entrepreneurs • Value Proposition Canvas for Business Strategy • Strategy Canvas • Customer Experience Canvas By utilizing these and other tools, the student will develop a systemic and critical understanding of the topics of interest. The student is expected to apply their knowledge to evaluate and select from all possible strategies to achieve the objectives of the marketing plan.
Making judgements	The student is expected to develop the ability to independently analyze and interpret a marketing plan, identifying the primary strategic decisions present. The student will also be required to develop an awareness that alternative choices could have been made.
Communication skills	Upon completion of the course, the student will have developed the ability to clearly articulate the design choices made, along with a critical discussion of the motivations that led to those choices. During the presentation of the marketing plan, the student will be required to present the project using the terminology and visual maps introduced throughout the course.
Learning skills	It is anticipated that the student will develop the capability to independently seek out pertinent information for the formulation of the marketing plan. During the in-depth study, the student will be required to utilize their critical thinking skills to select and synthesize the various contributions found.

CONTENTS	* Establishing a marketing plan and objectives * Brand Design * Analysis of the external context * Analysis of the competition * Analysis of the target audience * Development of the Value Proposition * Techniques for lead generation and customer retention * Distribution and communication channels * Revenue Streams and Pricing Mechanisms * Design of the Customer Experience * Formal Definition of the Brand Positioning Statement
ADOPTED METHODOLOGY	[X] In Person The course is conducted through a series of lectures, supported by specially designed slides, and interactive sessions between the instructor and the students. The class will be divided into groups of 3 or 4 students. At each meeting, a group assignment will be assigned to be completed at home, which the various groups will present in the classroom during their respective turns in the various lessons. Following the presentation by the designated group, a brief discussion will ensue to verify comprehension, foster critical thinking, and enhance communication skills.
ASSESSMENT METHODS	The attainment of the course objectives will be partially assessed during the lessons, thereby fostering interaction with the students. The work of the group responsible for presenting in the classroom will be formally evaluated. Upon completion of the course, each group will be assigned a project, which they will present to the committee during the examination. The examination project will involve the preparation of a marketing plan and the corresponding brand positioning statement.