

Integrative Project of Industrial Marketing

Project

- The project requires to identify and develop an **entrepreneurial idea** applying the concepts and the arguments dealt with in class
- You are asked to choose an idea that:
 - it's interesting for you
 - it is «**reachable**» = it is not necessary that it radically innovative, but it must be **feasible**
- The integrative project is not mandatory for the oral exam admission.

Report *Structure*

- Title
 - Abstract (max 250 words) (**to be sent also in a separated word file**)
 - Analysis of the context
 - Analysis of the needs
 - Description of the business idea and of the marketing actions
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- Length of the Report: **max 5.000 words**

Report *Topics*

- **Description of the business idea and analysis of the context**
 - Framing (vision/mission, goals, organizational structure, etc.)
 - Description of the product/service
 - Description of the need to be satisfied
- **Analysis of the environment (internal and external)**
 - Description of the innovative elements of the product / service in comparison with the actual market
 - Market analysis (Abell, Porter, SWOT, etc.)
 - Business Model (Canvas)
- **Marketing actions**
 - Analysis of the marketing actions that guarantee the sustainability of the business

Groups

- **Max. 3 members** to be decided **by 9th October 2019**
- To send the group composition to aurbinati@liuc.it
- Each group must specify
 - Name, surname, personal code, email of each group member
 - Contact person

Deadlines and technical details

- **Report** (and **Abstract**) to be delivered **by 27th November 2019** (**NO DELAY!**)
- **Report discussion** on **4th December 2019** during the class
- **Presentations** by Power Point, **max 8 slides and 8 minutes available** (length of slides and time variable in function of the number of groups)
- **Maximum 2 extra points** on the final grade

References

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