Access to UNINETTUNO e-learning platform
www.uninettunouniversity.net

Guidelines for Students
• Access to the online learning environment
• Management of the Student’s page
• Study of the didactic materials
• Checking and control of the training activities and interaction among students
• Contacts
Access to the online learning environment

1. Go to UNINETTUNO University Home Page (www.uninettunouniversity.net). Then Click on WEB-BASED DIDACTICS

2. Then login with your personal details
Management of the Student’s page

Once logged in, the page below will open. Here you will find your student informations, in particular:

- Your name, matriculation number and personal email;
- The name of the course, the name and informations on your tutor;
- The last lesson visited and statistics about your activities;
- The agenda of activities organised by the Tutor.

You have to choice the courses, that you would like to attend, before the start of courses’ delivery. Click on the link “My courses”, sign up for the class and indicate your profile to the Tutor: only in this way your activity will be traced by the Tutor. The tracing will allow assessing of your preparation and consequent admission to the final exam.

Click on “My courses” and:
1. sign up for the courses to attend
2. indicate your profile to the Tutor

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Summary table

<table>
<thead>
<tr>
<th>Course</th>
<th>Tutor</th>
<th>Last lesson visited</th>
<th>Statistics</th>
<th>Questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Systems and Databases</td>
<td>Valer Crescenzi</td>
<td>Less. 8 Pianificazione Del Sistemi Informativi, Un caso di studio</td>
<td>Visualize</td>
<td>Fill it in</td>
</tr>
<tr>
<td>Technical English</td>
<td>Laura Diamanti</td>
<td>Less. 40 - B2 - Module X</td>
<td>Visualize</td>
<td>Fill it in</td>
</tr>
<tr>
<td>Advanced Mathematical Methods</td>
<td>Clemente Cesariano</td>
<td></td>
<td>Visualize</td>
<td></td>
</tr>
</tbody>
</table>

No course available.

Agenda of activities

Agenda

Activities of the day
No activity scheduled for today

Activities of the week
No activity scheduled for this week
4. Activate your email box UNINETTUNO* in order to receive important communications from the Tutor and Dean’s Secretariat, as well as to be able to send email.

- Click on the Course title to access the didactic materials
- Click on the Tutor’s name and communicate with her/him through email

*the email box UNINETTUNO is connected with Gmail

Click on the Course Title in order to view the didactic materials

Click on the Tutor’s name in order to view her/his email address
Now you are on the page related to your course. Here you can find the didactic materials uploaded by the Professor and Tutor. The didactic materials are continuously updated and composed of:

- Course Description;
- List of Videolessons;
- Professor’s and Tutor’s contacts and CV;
- Learning Environment divided in 5 areas (videoteque, digital library, virtual laboratory, tutoring online and virtual classroom).

### Strategic Marketing Management

**Course Description**

The academic aim of this module is to equip learners with the knowledge, skills, and competencies to develop coherent marketing strategies and to evaluate marketing strategies from a strategic management perspective and would be a culmination of the core modules studied to date by Master of Marketing students, enabling them to consolidate their knowledge.

**Objectives**

The marketing professional is expected to design and implement marketing campaigns in the context of organisational strategy, while ensuring there is a fit in the delivery of the campaign and the organisational strategy. Master of Marketing students would have studied consumer behaviour and marketing communications before the strategic marketing module, as such will be able to contextualize their marketing campaigns based on the tactical and physiological considerations necessary while considering strategy upon completion of this module.

On successful completion of the module, students should be able to:

- Explain and show understanding of the importance of the separate marketing functions, the management of these functions, and how each function affects other functions within and external to the marketing domain.
- Make a judgment in the application and adaptation of marketing principles across a wide range of markets.
- Engage critically with and evaluate the role of marketing from a general management perspective.
- Critically assess marketing key performance indicators and diagnose problems accurately.
- Develop and appraise marketing strategies that are holistic in nature and internally congruent in terms of both conceptual and operational requirements of strategic marketing management.

**Program**

**Strategic Marketing Management**

**Professor**

Naushaba Singh

**Video professors**

Prof. Roger Bradburn

**List of videolessons**

- Lesson n. 1: Assessing the Competitiveness and Core Competences Roger Bradburn
- Lesson n. 2: Assessing the Competitiveness of the Firm Roger Bradburn
- Lesson n. 3: Analyzing the Market Environment Roger Bradburn

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### Learning Environment

- Videoteque
- Videolessons
- Slides
- Digital Library
- Books and Articles
- Multimedia
- Bibliography
- Siteography
- Virtual laboratory
- Laboratory
- Exercises
- Tutoring online
- Chat
- Past Chat session
- Forum
By clicking on the single videolesson you can watch it and get access to all the didactic materials uploaded by the Professor and Tutor.

Didactic Materials related to this Lesson

Books and Articles, Multimedia, Exercises

On these pages you will find all the other materials uploaded by the Tutors for each lesson: articles, notes, case studies and exercises.
Chat and Forum

It is also available a specific Chat Room and a Forum to discuss with Tutor and other students about the exam.
All the activities carried out in UNINETTUNO Web-Based Didactics will be traced in order to allow the tutor in charge to check the student’s workload. The access to the “Evaluations and statistics” page is available for students and tutors.
Interact with other students of UNINETTUNO through the online Community created and managed by the students: exchange points of view, tips, share notes and participate in discussions.

The link to access to the community you can find in the area “STUDENTS” under the heading “Community online”.

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Community on-line

This space is born from an initiative of our University’s students and it is managed by them. This is a true “virtual platform” where students meet to talk, exchange ideas and information, share learning paths. After logging into the platform through the username and password provided by the University, you can subscribe to various groups, go to the forums, see the bulletin board for the used books purchase. Last but not least, you can participate in the elections of the student representative committee and cast your vote in different polls.

Login to the UTU-Students Community:  [http://www.utu-students.net/](http://www.utu-students.net/)
For information about matriculation, transferring, change of course, ECTS recognition and administrative situation you can contact **Student Secretariat:**

info@uninettunouniversity.net
Tel. 06/69207670 - 06/69207671
Toll-free number: 800 333 647

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Once you have completed the matriculation, for more information related to the Faculties, plans of study and exams, you can contact the Dean’s Secretariat of the specific Faculty:

**Law Faculty – Dean’s Secretariat:**

presidenza.giurisprudenza@uninettunouniversity.net
Tel. 06/69207636

**Psychology Faculty - Dean’s Secretariat:**

presidenza.psicologia@uninettunouniversity.net
Tel. 06/69207662

**Economics Faculty - Dean’s Secretariat:**

presidenza.economia@uninettunouniversity.net
Tel. 06/69207650

**Engineering Faculty - Dean’s Secretariat:**

presidenza.ingegneria@uninettunouniversity.net
Tel. 06/69207630

**Communication Science Faculty - Dean’s Secretariat:**

presidenza.sdcomunicazione@uninettunouniversity.net
Tel. 06/69207686

**Literature Faculty – Dean’s Secretariat:**

presidenza.lettere@uninettunouniversity.net
06/69207677