

TRANSCRIPTS OF THE SELECTING COMMITTEE FOR THE COMPETITION FOR N. 1 "CONTRATTO DI DIRITTO PRIVATO DI LAVORO AUTONOMO A TEMPO DETERMINATO" POSITION OF "LECTURER" FOR THE Settore concorsuale 13/B2 Economia e Gestione delle Imprese in the Department of Marketing UNIVERSITA' COMMERCIALE "LUIGI BOCCONI" OF MILAN

Transcript n. 2 – Teaching exam and overall evaluations.

On July 14th 2021 at 9:00 AM the selection committee met online for the comparative evaluation and selection of n. 1 "contratto di diritto privato di lavoro autonomo a tempo determinato di "Lecturer", Department of Marketing, scientific sector 13/B2 Economia e Gestione delle Imprese", the call for applications was issued by Università Luigi Bocconi on March 30th 2021 prot. n. 7920.

Participants, as components of the committee:

- Prof. Bruno Busacca, Full Professor
- Prof. Stefania Borghini, Associate Professor
- Prof. Giovanna Padula, Associate Professor, secretary

At the beginning of the meeting, also Ms. Sabina Boffini is present.

Prof. Bruno Busacca is the President of the committee.

According to the evaluation at the end of the June 1st 2021 meeting, the following candidates are admitted to the exam

- Dott.ssa Elena Bellio, summoned at 9:00 AM
- Dott.ssa Chiara Piancatelli, summoned at 10:00 AM
- Dott. Stefano Prestini, summoned at 11:00 AM
- Dott.ssa Chiara Solerio, summoned at 12:00 PM

On July 8th 2021, Dott.ssa Chiara Piancatelli informs the Faculty and Staff Administration (Recruiting Office) of Università Bocconi her decision to withdraw from the competition.

At the beginning of the teaching exam, the President Prof. Bruno Busacca asks each candidate their willingness to have their teaching exam recorded. He specifies that the recording will serve only the competition purposes and will be deleted at the end of the competition.. All candidates accept to have their teaching exam recorded.

At 9:00 AM the candidate Dott.ssa Elena Bellio is present and sustains the teaching exam in English.

To the candidate Dott.ssa Elena Bellio, in the remote meeting of July 13th at 8:00 AM with Faculty and Staff Administration (Recruiting Office) of Università Bocconi, as in art. 4 of the Call for applications, were proposed 5 topics in closed envelopes. The five topics are:

1. **Destination brand equity: models and measurement techniques**
2. **Marketing and social responsibility**
3. **Differentiation and positioning in consumer markets: process and typologies**
4. **Channel Management: analysis of the different types of marketing channels and design of a channel strategy**
5. **How to go global: main approaches for international marketing strategies**

The candidate selected envelopes 1 - 2 - 4 and choose the topic:

1: Destination brand equity: models and measurement techniques

The Committee, after the exam, rules as follows:

“The candidate has structured the teaching presentation satisfactorily and discussed the destination brand equity models and measurement techniques relying on relevant examples. The contents included in her teaching simulation were consistent with the target she had chosen and clearly conveyed to the audience. She has proven to be able to involve the audience and manage the distance learning technology satisfactorily. Based on the CV, the titles provided and the teaching exam, the overall evaluation of the candidate expressed by the Committee is: **satisfactory.**”

At 11:00 AM the candidate Dott. Stefano Prestini is present and sustains the teaching exam in English.

To the candidate Dott. Stefano Prestini, in the remote meeting of July 13th at 10:00 AM with Faculty and Staff Administration (Recruiting Office) of Università Bocconi, as in art.

4 of the Call for applications, were proposed 5 topics in closed envelopes. The five topics are:

1. **Building a marketing plan: from market assessment to strategic goals**
2. **Market Share Analysis**
3. **Managing Digital Communications: Online, Social Media, and Mobile**
4. **Brand equity: concept and measurement**
5. **Product mix: key concepts, strategies, and product profit and loss**

The candidate selected envelopes 1 - 2 - 3 and choose the topic:

- 1: **Building a marketing plan: from market assessment to strategic goals**

The Committee, after the exam, rules as follows:

“The candidate has shown an excellent ability to structure the teaching presentation, by discussing systematically a wide variety of market analysis models conducive to congruent strategic objectives within the Marketing Plan building process. He has clearly conveyed the contents of the teaching presentation, also thanks to the inclusion and discussion of numerous relevant examples, and has demonstrated to be able to design a lesson consistent with the audience addressed. He has shown very good abilities to involve the audience and good abilities to manage the distance learning technologies. Based on the CV, the titles provided and the teaching exam, the overall evaluation of the candidate expressed by the Committee is: **very good.**”

At 12:00 PM the candidate Dott.ssa Chiara Solerio is present and sustains the teaching exam in English.

To the candidate Dott.ssa Chiara Solerio, in the remote meeting of July 13th at 11:00 AM with Faculty and Staff Administration (Recruiting Office) of Università Bocconi, as in art. 4 of the Call for applications, were proposed 5 topics in closed envelopes. The five topics are:

1. **Consumer attitudes: theory and measurement**
2. **Customer satisfaction: definition, analysis and measurement**
3. **Customer relationship management: analytical and strategic process**
4. **Brand extension strategies**
5. **Communication management: key variables and processes**

The candidate selected envelopes 2 - 3 - 5 and choose the topic:

5: Communication management: key variables and processes

The Committee, after the exam, rules as follows:

“The candidate has structured the teaching presentation satisfactorily, discussing the key variables and the communication processes consistently – both in its contents and interaction methods – with the target. She has clearly conveyed the contents of her teaching presentation, by relying on numerous examples that have enabled her to better circumstantiate the key points of her presentation. She has also shown good abilities to involve the audience and to manage the distance learning technologies. Based on the CV, the titles provided and the teaching exam, the overall evaluation of the candidate expressed by the Committee is: **good.**”

Based on these evaluations, after discussion, the committee unanimously proposes to assign the Lecturer contract lasting 3 years (renewable) at the Marketing Department to Dott. Stefano Prestini, born in Mantova on July 28th.

The Contract starts **September 1st 2021.**

The Committee adjourns at 3:45 PM.

Read, approved and signed,

The components of the commission:

Prof. Bruno Busacca, President



Prof.ssa Stefania Borghini

Stef Borghini

Prof.ssa Giovanna Padula, secretary

Giovanna Padula