



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing I - 1

1920-2-E1801M043-E1801M059M-T1

Learning area

Learning objectives

The course aims to explore the role of marketing management and its interaction with other business functions; it aims also to examine the competitive dimension of marketing and the effects of globalization on marketing strategy.

Learning Objectives:

- Acquiring knowledge in contemporary marketing theory and practice
- Recognising impacts of globalisation on firms' marketing activities
- Identifying marketing challenges for firms entering foreign markets
- Understanding the basic principles of marketing planning
- Managing marketing strategies

Contents

This course has both theoretical and practical purposes: it introduces the basic theoretical principles of marketing, and provides the tools to manage the exchange between firms and customers. The first part of the course examines the main strategic decisions falling under the marketing domain. The second part of the course examines

the implementation of marketing strategies; this section mainly regards product, pricing, distribution, and communication decisions.

Detailed program

- Marketing and its Relationship with the Environment
- Global Marketing
- Strategic and Operational Marketing
- Market Research and Marketing Research
- Consumer behaviour analysis
- Segmentation, targeting and positioning
- Product Management in Marketing Policies
- Price Management in Marketing Policies
- Distribution Management in Marketing Policies
- Communication Management in Marketing Policies

Prerequisites

- Knowledge on market-driven management
- Knowledge on corporate global communication.

Teaching methods

Lectures

Assessment methods

Written final exam based on lessons and book chapters that will be specified during the course classes.

Oral exam based on all indicated references during exam sessions.

Textbooks and Reading Materials

-Palmer Adrian, Introduction to Marketing. Theory and Practice, Third Edition, Paperback, Oxford University Press, 2012.

-Hutt Michael D., Speh Thomas W., Business Marketing Management b2b, South-Western Cengage Learning, International Edition, 11th Edition, 2010 (chapters 1 - 2).

Students from other Courses (not EcoMark) must also read:

- Egan John, Marketing Communication, Thomson, 2007, capp. 1,2,4,5,6,7,8,9,10,11,12,13,14,15.

- Aaker David A., Joachimsthaler Erich, Brand Leadership, The Free Press, 2009, Parts I, II, III e IV.
