



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## **COURSE SYLLABUS**

### **Organization Design and Management**

1920-2-E2001R010

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#### **Course title**

**BUSINESS ORGANIZATION AND MARKETING**

#### **Topics and course structure**

The course explores managing communication processes in companies and institutions, with an analysis of their contexts in action.

To develop skills of interpretation of different contexts, the Business Organization and Marketing course addresses the knowledge of organizations and tools and policies of organizational communication.

Strategic choices, organizational dynamics and marketing mix tools are addressed during the course

#### **Objectives**

##### **Knowledge and understanding**

Students will acquire solid and systematic knowledge on the use of tools and communication processes in organizations, and in particular marketing communication and internal communication.

##### **Ability to apply knowledge and understanding**

Students will learn to use concepts described above by applying them in the study of business cases and in exercises

## **Methodologies**

Lectures, cases and exercises, keynote speeches

## **Online and offline teaching materials**

## **Programme and references for attending students**

Kreitner R., Kinicki A., Comportamento organizzativo, Seconda edizione, Apogeo, 2013. (capitoli 1,2,3,4,5,6,7,8,10 e 14)

Winer R.S., Ravi D., Mosca F., Marketing management, Seconda edizione, Apogeo, 2013 (excluding ch. 5,8,13,14). Ch.3 up to pg.105, ch.6 up to pg.216.

Case studies

## **Programme and references for non-attending students**

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## **Assessment methods**

For attending students: at the end of course, written test and written analysis of an assigned case study.

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## **Office hours**

<https://www.unimib.it/barbara-quacquarelli>

## **Programme validity**

Two academic years

## **Course tutors and assistants**

Assistant:

- dott.ssa Ilenia Bua [ilenia.bua@unimib.it](mailto:ilenia.bua@unimib.it)

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