



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Marketing nell'Industria Chimica

2021-3-E2702Q046

---

#### Aims

**Aims** : To provide young graduates with basic competence in Strategic and Operational Marketing, in order to facilitate their placement in Chemical Companies and to enable them to interact with different company functions. To understand and manage analytical models and specific language of Marketing, to ensure a multidisciplinary approach to problems.

#### Contents

A) - Strategic Marketing

B) - Operational Marketing

C)- Marketing in the Chemical Industry

D) - Weekly practice sessions with case history discussions, taken from company real industry life

#### Detailed program

**Main topics:**

A ) - Strategic Marketing:

1. Consumer analysis and purchasing behaviour

1. Market and Competitor Analysis

2. Marketing Strategies (Segmentation, Positioning)

3. Operational Marketing

4. The four P

cycle)

- Product (New product launch, Product life

- Pricing

- Placement

- Promotion

C)- Marketing in the Chemical Industry :

1.

1. Short presentation of the Chemical Industry

2. Different typologies of chemical products

3. Main marketing features and working tools directly related to the Chemical sector.

D) - Weekly practice sessions with case history discussions, taken from company real life.

**Prerequisites**

NO PREREQUISITES ARE REQUIRED

**Teaching form**

Lessons and numerical exercise

### **Textbook and teaching resource**

Material Course - both lessons and numerical exercises - are made available on line on e-learning page

### **Semester**

2nd semester of each academic year

### **Assessment method**

Checking knowledge and understanding: assessment through a written test with a “multiple choice” part to check terminology and basic concepts understanding and a part with open-ended questions on specific topics. Possible interview following the results of the written test.

Examination: written test followed by interview

### **Office hours**

MEETING TO BE REQUESTED THROUGH E-MAIL

---