UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Marketing

2021-3-E3301M206

Learning objectives

The course aims to illustrate the basic principles of marketing management. The course aims to illustrate how marketing contributes to create value and to establish relationships with customers. The aim of the course is to prepare students to project and manage different marketing activities.

Contents

The main topics of the course are:

- Value creation for customers
- Brand management
- Analytical marketing
- Product
- Pricing
- Marketing Channels
- Retailing and Wholesaling

Communicating Customer Value: Integrated Marketing Communications Strategy, Advertising and Personal selling

Detailed program

1. Marketing: Creating and Capturing Customer Value
2. Company and Marketing Strategy
3. Creating competitive advantage
4. Analyzing the Marketing Environment
5. Market research
6. Consumer Markets
7. Business Markets
8. Segmentation, targeting and positioning
9. Marketing Plan
10. Product, Services, and Brands
11. Pricing Strategies
12. Marketing Channels
13. Retailing and Wholesaling
14. Communicating Customer Value
15. Advertising and Public Relations
16. Personal Selling and Sales Promotion

Prerequisites

Management is a preliminary examination. Even the topics of other courses (Business administration) provide useful insights to understand the elements of the course.

Teaching methods

In order to better balance theory and practice, topics will be presented combining lectures, talks and case studies

In case of restrictions due to COVID-19 emergency (also in the second semester), lessons will be recorded and held remotely asynchronously.

Assessment methods

Written exam functional to acquire knowledge and skills useful to understand the key marketing concepts.
More in detail, the exam consists of a set of multiple choice questions, useful to verify the students' knowledge about the whole course program and ensure the objectivity of the evaluation, and a set of open-ended questions, useful to test candidates marketing competences and reporting skills.

Erasmus students have also the opportunity to take the exam orally, either in Italian or in English

In case of restrictions due to COVID-19 emergency also in the second semester, the final evaluation will be done with a written examination (using Respondus software) composed by two parts:

1) 10 multiple choice questions

2) 2 open questions

Textbooks and Reading Materials

Kotler, Armstrong, Ancarani, Costabile (2019) Principles of Marketing, 17th edition, Pearson Education, Prentice Hall

Semester

Second semester

Teaching language

Italian