



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Organizzazione Aziendale

2021-2-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.

During Covid19 emergency period, classrooms will be recorded, with some events in videoconferencing.

## **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**

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