



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Global Marketing Management

2021-1-F7702M040

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#### Learning area

#### Learning objectives

- Recognize and develop marketing management policies for global companies
- Understand digital marketing communication by focusing on its pillars and future paths

#### Contents

The course aims to provide necessary knowledge for the development of marketing management in a competitive perspective. In particular, the course deepens product, price, communication and marketing channels policies. The second part examines .....

#### Detailed program

Marketing Management Fundamentals

Marketing Management in the Global Market

Global Environmental Drivers

Global Entry and Expansion Strategies

Segmentation, Targeting and Positioning in Global Companies

Creating Global Marketing Programs

Competitive Customer Value and Marketing Channels Management in Global Companies

Data Science, Mining e Marketing

The digital marketing process: market, data, and players

Customer Relationship Management

Communication channels and Unique Customer View

Customer Journey

Social Media Analysis, Data Discovery and Campaign Management

Media Mix and Marketing Mix

Performance in digital marketing

## **Prerequisites**

## **Teaching methods**

Lecturers

During the state of emergency implied by the Covid-19 pandemia, video lectures will be provided

## **Assessment methods**

Oral exam.

At the end of the course students can take a written exam

During the state of emergency implied by the Covid-19 pandemia, video-conference exams will be provided, via webex

## Textbooks and Reading Materials

- Warren J. Keegan, Global Marketing Management, International Edition (Eighth Edition), Pearson, 2014.
  - Sabina Riboldazzi, Competitive Customer Value nelle imprese della grande distribuzione, Giappichelli, Torino, 2007. Chapters 1 and 2.
  - Nico Di Domenica, Attilio Redivo, Edoardo Rozzoni, & Gianluigi Crippa\_\_\_\_\_
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