



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Management

2021-1-F7702M040-F7702M100M

Learning area

Learning objectives

- Recognize and develop marketing management policies for global companies

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.

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
- Marketing Mix in Global Companies
- Competitive Customer Value and Marketing Channels Management in Global Companies

Prerequisites

Teaching methods

Lectures

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.

