



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Marketing strategy and consumer behavior

2122-106R-MSCB

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#### **Title**

Marketing strategy and consumer behavior

#### **Teacher(s)**

Elisa Arrigo / Paul Matthyssens / Nadia Olivero (UNIMIB)

#### **Language**

English

#### **Short description**

*Program*

Marketing Strategy (E. Arrigo, P. Matthyssens):

- Marketing challenges for companies
- Foundations of marketing and strategic marketing
- B2B Marketing vs B2C Marketing

- Actual marketing trends and creative marketing approaches
- Digital Marketing and Communication
- Marketing Cases

Consumer Behavior (N. Olivero):

- Market research and consumer analytics
- Introduction to consumer behaviour
- The customer journey: decision making, rational choice and the role of emotions
- Predictions models, attitude change and persuasion
- Brand and identity
- Innovation, social change and consumer trends
- cases

*Objectives of the program:*

To understand the marketing challenges faced by companies and the foundations of the marketing concept, to examine the latest marketing trends and creative marketing approaches, to develop a digital marketing and communication strategy to integrate theoretical contributions with case studies.

To review all the main areas of application of consumer psychology to marketing strategy: market segmentation, market research, brand positioning, communication and product innovation. To explore the main theories and methodologies for the explanation and the prediction of consumer choices, preferences and behaviours. To discuss innovation in consumer research, emerging interdisciplinary approaches and latest business cases.

Evaluation: Written assignments and discussion

## **CFU / Hours**

5 CFU - 40 hours

## **Teaching period**

II year, I semester

