UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Marketing

2122-2-E1801M043

Learning area

Learning objectives

The course aims to explore the role of marketing management and its interaction with other business functions; it aims also to examine the competitive dimension of marketing and the effects of globalization on marketing strategy.

The course is composed of two modules: Marketing I (8 cfu) and Marketing Metrics (5 cfu). Marketing I analyzes the main marketing decisions in order to develop a knowledge of marketing both from a theoretical and a practical point of view. Marketing Metrics, on the other hand, intends to develop a knowledge of the main evaluation metrics of marketing strategies.

The exam includes both the modules of Marketing I (8 credits) and Marketing Metrics (5 credits). The final mark will derive from the weighted average of the marks obtained in the two modules themselves.

Contents

This course has both theoretical and practical purposes: it introduces the basic theoretical principles of marketing, and provides the tools to manage the exchange between firms and customers. The first part of the course examines the main strategic decisions falling under the marketing domain. The second part of the course examines the implementation of marketing strategies; this section mainly regards product, pricing, distribution, and communication decisions.

The course aims to explore the main marketing metrics and to provide students with a broad and in-depth knowldge of specific indicators useful to measure and evaluate marketing performances. In particular, product,

distribution, communication and price metrics will be examined

Detailed program

- Marketing and its Relationship with the Environment

- Global Marketing

- Strategic and Operational Marketing

- Market Research and Marketing Research

- Consumer behaviour analysis

- Segmentation, targeting and positioning

- Digital and Social Media Marketing

- Product Management in Marketing Policies

- Price Management in Marketing Policies

- Distribution Management in Marketing Policies

- Communication Management in Marketing Policies

- New issues in marketing

- Marketing Metrics in global markets

- Demand Analysis, Share of Market, Concentration Index

- Profitability Metrics

- Customer Metrics (customer value, customer satisfaction)

- Customer profitability

- Metrics for Product and Product Portfolio

- Sales Force and Marketing Channel Metrics

- Price Metrics

- Promotion Metrics

- Media Metrics

Prerequisites

- Knowledge on market-driven management

Teaching methods

Lectures

Assessment methods

At the end of the classes, a written exam based on the lectures' content and additional bibliographical material indicated during the course. The written exam will be composed of open and closed questions.

During the exam sessions, an oral exam on the Textbooks and Reading Materials indicated on the course page.

Textbooks and Reading Materials

- Baines P., Fill C., Rosengren S., and Antonetti P., **Marketing**, Fifth Edition, Pearson, 2019, Parts 1, 2, 3 (excl. chap. 10 e 11), 4

- Farris Paul W., Bendle Neil T., Pfeifer Phillip E., Reibstein David J., **Marketing Metrics**, Pearson Prentice Hall, Upper Saddle River, New Jersey, 2016. (Cap. da 1 a 9).

Students from other Courses (not EcoMark) must also read:

· Cravens, D.W., Piercy, N.F. and Prentice, A. (2000), "Developing market?driven product strategies", *Journal of Product & Brand Management*, 9(6), 369-388. https://doi.org/10.1108/10610420010356975

· Day, G. S. (1999). Creating a Market-Driven Organization. *MIT Sloan Management Review*, 41 (1), 11-22. https://repository.upenn.edu/marketing_papers/402

· Jaworski, B., Kohli, A. K., & Sahay, A. (2000). Market-driven versus driving markets. *Journal of the Academy of Marketing Science*, *28*(1), 45-54. https://doi.org/10.1177%2F0092070300281005

· Lambin, J. J., & Chumpitaz, R. (2001). Market-Orientation and Corporate Performance. *Symphonya. Emerging Issues in Management*, (2), 23-37. http://dx.doi.org/10.4468/2001.2.03lambin.chumpitaz

· Tuominen, M., Rajala, A., & Möller, K. (2004). Market-driving versus market-driven: Divergent roles of market orientation in business relationships. *Industrial Marketing Management, 33*(3), 207-217. https://doi.org/10.1016/j.indmarman.2003.10.010

· Vorhies, D. W., Harker, M., & Rao, C. P. (1999). The capabilities and performance advantages of

market?driven firms, *European Journal of Marketing*, 33(11), 1171–1202. http://dx.doi.org/10.1108/03090569910292339