UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing I - 1

2122-2-E1801M043-E1801M059M-T1

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.

Learning Objectives:

- Acquiring knowledge in contemporary marketing theory and practice
- Recognising impacts of globalisation on firms' marketing activities
- Identifying marketing challenges for firms entering foreign markets
- Understanding the basic principles of marketing planning
- Managing marketing strategies

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.

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

Prerequisites

- Knowledge on market-driven management

Teaching methods

Lectures

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

Assessment methods

At the end of classes, a written exam based on the lectures' content and additional bibliographical material provided 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 published on the course page.

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

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 and 11), 4]

Students from other Bachelor Programs (not EcoMark) have also to 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