UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Metrics - 2

2122-2-E1801M043-E1801M060M-T2

Learning area

Learning objectives

The course is aimed at providing the methods, techniques, and specific metrics to measure and evaluate marketing performance. All of these elements provide the tools to correctly define investments and their returns, and ultimately the marketing contribution to company's value creation.

Contents

The course aims to explore the main marketing metrics. In particular, product, distribution, communication and price metrics will be examined.

Detailed program

- Marketing Metrics in global markets
- Demand Analysis, Share of Market, Concentration Index
- Marketing 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

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

Assessment methods

Written final exam based on lessons and book chapters that will be specified during the course classes.

Oral exam based on all indicated references during exam sessions.

The exam will be in presence depending on the evolution of the COVID19 pandemic.

Textbooks and Reading Materials

- Farris Paul W., Bendle Neil T., Pfeifer Phillip E., Reibstein Daviid J., Marketing Metrics, Pearson Prentice Hall, Upper Saddle River, New Yersey, 2016 (Chapters 1-9).