UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Assessment of Organizations and Marketing

2122-2-F9201P019

Learning area

Learning objectives

Knowledge and understanding:

. Methodologies, processes and tools for the analysis of organizations and markets.

. The quality system in the organizations.

. The data collection regarding the opinions and attitudes of consumers.

. Development of a market research project respecting a product and / or a service.

Contents

The course is divided in two parts:

- the first part will discuss organizational quality

- the second will examine marketing research, and in particular, the analysis of consumer behaviors, opinions and attitudes

Detailed program

The course follows the natural course of the organizational and marketing consulting and addresses the following issues:

- The contact with the client;

- Data collection and analysis;

- The quality system;

- The evaluation of customer satisfaction and quality of work process.

- The client of marketing research

- The qualitative research of market;

- The quantitative research of market;

- The questionnaire and the interview in the marketing research;

- The consumer study

Prerequisites

Nothing specific

Teaching methods

The themes of the course are detailed through the description, analyzing and readdressing of cases in small workgroups.

Students will also be asked to engage in individual or group development of a research project on the quality of the organizations or market analysis.

Lessons will be held in presence, unless further COVID-19 related restrictions are imposed.

Assessment methods

Oral exam departing from the discussion of project (individually or in group developed) about quality analysis or of market research, previously sent to prof

Textbooks and Reading Materials

- Gabassi, Garzitto, Perin, Psicologia e qualità , Raffaello Cortina Editore

- Dispense del docente