UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Global Marketing Management

2122-1-F7702M073

Learning area

Learning objectives

- Recognize and develop marketing management policies for global companies
- Understand digital communication by focusing on its pillars and future paths

Contents

The course aims to provide necessary knowledge for the development of marketing management in a competitive perspective. In particular, the course deepens the elements of global marketing mix.
The second part examines the digital marketing process with focus on communication, market, data, players and respective roles.

Detailed program

Marketing Management Fundamentals

Marketing Management in the Global Market

Global Environmental Drivers

Global Entry and Expansion Strategies

Segmentation, Targeting and Positioninig in Global Companies

Creating Global Marketing Programs

Data Science, Mining e Marketing

The digital marketing process: market, data, and players

Customer Relationship Management

Communication channels and Unique Customer View

Customer Journey

Social Media Analysis, Data Discovery and Campaign Management

Media Mix and Marketing Mix

Performance in digital marketing

Prerequisites

Teaching methods

Lectures

(Lectures will be delivered in presence depending on the evolution of the COVID19 pandemic).

Assessment methods

At the end of classes, a written exam based on the lectures' content.

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

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

Textbooks and Reading Materials

- Warren J. Keegan, Global Marketing Management, International Edition (Eighth Edition), Pearson, 2014.
- Nico Di Domenica, Attilio Redivo, Edoardo Rozzoni, & Gianluigi Crippa*, Digital marketing. Data, analytics, tecnologie e canali digitali*. Pearson, 2020.