UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Management

2122-1-F7702M073-F7702M100M

Learning area

Learning objectives

- Recognize and develop marketing management policies for global companies

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.

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

· Marketing Mix in Global Companies

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 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.