



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Marketing Management

2122-2-F7701M094

---

#### Learning objectives

Acquire the essentials of marketing to act on the market effectively, understanding the competitive scenario, identifying business opportunities, setting goals and strategies, and implementing them within the marketing mix.

#### Contents

- The marketing management process
- The stages of marketing planning and marketing plan
- Models, Techniques and Marketing Tools

#### Detailed program

##### Marketing discipline and its function within the organisation:

definition, basic concepts

##### Marketing environment:

competitive scenario, challenges, business opportunities

**Analytical Marketing:**

environment, competitive forces, marketing research, consumer behaviour

**Strategic marketing:**

set objectives, make decisions, segmentation, targeting, positioning

**Operative marketing:**

design and manage the offer (product, service), the leverages of marketing mix,

**Brand and value creation:**

what it is, how to handle the brand, measure its value, develop a brand architecture

**Prerequisites**

n.a.

**Teaching methods**

Classroom lessons + corporate testimonials

In order to better balance theory and practice, topics will be presented combining lectures, talks and case studies

*At the moment, we hope to hold the course in person.*

*In case of restrictions due to COVID-19 emergency, lessons will be recorded and held remotely asynchronously.*

**Assessment methods**

Written exam functional to acquire knowledge and skills useful to understand the key marketing management concepts.

More in detail, the exam consists of a set of multiple choice questions, useful to verify the students' knowledge about the whole course program and ensure the objectivity of the evaluation, and a set of open-ended questions, useful to test candidates marketing competences and reporting skills.

Erasmus students have also the opportunity to take the exam orally, either in Italian or in English.

---

1) 10 multiple choice questions

2) 3 open questions

For attending students:

Creation of a written marketing plan and oral presentation of the marketing plan realized

### **Textbooks and Reading Materials**

Kotler, Keller, Ancarani, Costabile (2018) «Marketing per manager. Modelli, applicazioni e casi sul marketing fatto in Italia», Pearson

### **Semester**

First semester

### **Teaching language**

Italian

---