



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Organizzazione Aziendale

2223-2-E2001R010

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#### Course title

**BUSINESS ORGANIZATION AND MARKETING**

#### Topics and course structure

The course explores managing communication processes in companies and institutions, with an analysis of their contexts in action.

To develop skills of interpretation of different contexts, the Business Organization and Marketing course addresses the knowledge of organizations and tools and policies of organizational communication.

Strategic choices, organizational dynamics and marketing mix tools are addressed during the course

#### Objectives

##### Knowledge and understanding

Students will acquire solid and systematic knowledge on the use of tools and communication processes in organizations, and in particular marketing communication and internal communication.

##### Ability to apply knowledge and understanding

Students will learn to use concepts described above by applying them in the study of business cases and in exercises

## **Methodologies**

Lectures, cases and exercises, keynote speeches

## **Online and offline teaching materials**

Case studies, videos, slides

## **Programme and references for attending students**

Kreitner R., Kinicki A., Comportamento organizzativo, Seconda edizione, Apogeo, 2013. (capitoli 1,2,3,4,5,6,7,8,9,12,15)

Winer R.S., Ravi D., Mosca F., Marketing management, Seconda edizione, Apogeo, 2013 (esclusi i capitoli 5,8,13,14). Il cap.3 fino a pag.105 e il cap.6 fino a pag.216.

Case studies, on line materials

## **Programme and references for non-attending students**

- Kreitner R., Kinicki A., Comportamento organizzativo, Seconda edizione, Apogeo, 2013.
- Winer R.S., Ravi D., Mosca F., Marketing management, Seconda edizione, Apogeo, 2013 (esclusi i capitoli 5,8,13,14)

## **Assessment methods**

For attending students: oral exam and written analysis of an assigned case study.

For non-attending students: oral exam.

Exams verify the preparation of the students on the basis of the contents that can be acquired through the study of the books indicated in the bibliography (including case studies).

## **Office hours**

<https://www.unimib.it/barbara-quacquarelli>

## **Programme validity**

Two academic years

## **Course tutors and assistants**

Assistant:

Pina Debbi

## **Sustainable Development Goals**

GENDER EQUALITY | DECENT WORK AND ECONOMIC GROWTH | INDUSTRY, INNOVATION AND INFRASTRUCTURE

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