



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Marketing Management

2223-1-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 Positioning in Global Companies

- Marketing Mix in Global Companies

Prerequisites

Teaching methods

Lectures

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.

Textbooks and Reading Materials

- Warren J. Keegan, Global Marketing Management, International Edition (Eighth Edition), Pearson, 2014.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE
