



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Marketing Management

2223-1-F7702M073-F7702M100M

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#### 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

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