UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Metrics - 2

2324-2-E1801M043-E1801M060M-T2

Learning area

Learning objectives

The course is aimed at providing the methods, techniques, and specific metrics to measure and evaluate marketing performance. All of these elements provide the tools to correctly define investments and their returns, and ultimately the marketing contribution to company's value creation.

Contents

The course aims to explore the main marketing metrics. In particular, demand metrics, customer metrics, marketing profitability metrics and product, distribution, communication and price metrics will be examined.

Detailed program

- Marketing Metrics in global markets

- Demand Analysis, Share of Market, Concentration Index

- Marketing Profitability Metrics

- Customer Metrics (customer value, customer satisfaction, churn and repurchase models, deterministic segmentation)

- Customer profitability

- Metrics for Product and product portfolio

- Sales Force and marketing channel Metrics

- Price Metrics and price sensitivity models

- Promotion Metrics

Prerequisites

- Background in market-driven management

Teaching methods

Lectures

Teaching language: Italian

Semester: 1

Assessment methods

At the end of classes, a written exam will be based on the lectures' content and additional bibliographical material provided during the course. The written exam will be composed of open (explanation of topics covered in class or in the indicated bibliographic material) and closed (multiple choice) questions.

During the exam sessions, the exam will be oral and on the Textbooks and Reading Materials published on the course page to test the accumulated knowledge of students and their critical ability on crucial points of the program.

Textbooks and Reading Materials

- Farris Paul W., Bendle Neil T., Pfeifer Phillip E., Reibstein Daviid J., Marketing Metrics, Pearson Prentice Hall, Upper Saddle River, New Yersey, 2016 (Chapters 1-9).

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE