



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Management

2324-2-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. Moreover, participation in the "Premio Marketing" of Società Italiana di Marketing is foreseen.

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.

For attending students:

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

Textbooks and Reading Materials

1. Kotler, Keller, Ancarani, Costabile (2018) «Marketing per manager. Modelli, applicazioni e casi sul marketing fatto in Italia», Pearson
2. Kotler (2016) «Marketing 4.0: Dal tradizionale al digitale», Hoepli
3. Kotler (2019) «Social Media Marketing», Hoepli

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE
