



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Marketing Management

2324-1-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 global marketing management. In particular, the course deepens the main strategic and operational marketing aspects.

#### Detailed program

Marketing Management Fundamentals

Marketing Management in the Global Market

Global Environmental Drivers

Deciding which market to enter

Market entry Strategies

Segmentation, Targeting and Positioning in Global Companies

Creating Global Marketing Programs (Marketing Mix decisions)

## **Prerequisites**

None

## **Teaching methods**

Lectures and case studies with guest lecturers

Teaching language: Italian

## **Assessment methods**

At the end of classes a written exam will be based on the lectures' content (open questions). Open questions include both questions on wider issues (which require a longer answer) and quite specific questions (which require a short answer).

During the exam sessions, the exam will be oral and on the Textbooks published on the course page.

## **Textbooks and Reading Materials**

Svend Hollensen, Global Marketing, 8th edition, Pearson, 2020.

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE

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