



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Management

2324-1-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 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
