UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing I - 2

2425-2-E1801M043-E1801M059M-T2

Learning area

Business Management

Learning objectives

The course aims to explore the role of marketing management and its interaction with other business functions; it aims also to examine the competitive dimension of marketing and the effects of globalization on marketing strategy. In fact, the growth of competitive pressures and the spread of digital technologies have significantly increased the relevance of marketing within companies.

Learning Objectives:

- Acquiring knowledge in contemporary marketing theory and practice
- Distinguishing the peculiarities of marketing and its contribution to the generation of value for the company
- Recognising impacts of globalisation on firms' marketing activities
- Understanding the basic principles of marketing planning
- Managing marketing strategies

Contents

This course has both theoretical and practical purposes: it introduces the basic theoretical principles of marketing, and provides the tools to manage the exchange between firms and customers. The first part of the course examines the main strategic decisions falling under the marketing domain. The second part of the course examines the implementation of marketing strategies; this section mainly regards product, pricing, distribution, and communication decisions.

Detailed program

- Marketing Management Introduction
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- Marketing and its Relationship with the Environment
- Global Marketing
- Analytic, Strategic and Operational Marketing
- Consumer behaviour analysis and CRM
- Market Research and Marketing Research
- Segmentation, targeting and positioning
- Digital Marketing and social media marketing
- Product Decisions in Marketing Policies
- Price Decisions in Marketing Policies
- Distribution Decisions in Marketing Policies
- Introduction to Marketing Communication

Prerequisites

- Background in market-driven management
- For Erasmus students, basic knowledge of market-driven management

Teaching methods

Lectures carried out using two teaching methods:

- 16 lessons of 3 hours (with the exception of the last lesson, which lasts 2 hours) carried out with traditional teaching mode;
- 3 lessons of 3 hours held in an interactive mode.

Lessons will be in presence in class and some lessons could be taught remotely.

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 and understanding of topics covered in class or in the indicated bibliographic material) and closed tests (to check the program knowledge).

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

Peter J.P., Donnelly Jr. J. H., Pratesi C.A. (2024), *Marketing*, VIII Edizione, McGraw Hill (excluded chapters 12 and 17).

Students from other Bachelor Programs (not ECOMARK) have also to study:

- Cravens, D.W., Piercy, N.F. and Prentice, A. (2000), "Developing market?driven product strategies", Journal of Product & Brand Management, 9(6), 369-388. https://doi.org/10.1108/10610420010356975
- Day, G. S. (1999). Creating a Market-Driven Organization. MIT Sloan Management Review, 41 (1), 11-22. https://repository.upenn.edu/marketing_papers/402
- Jaworski, B., Kohli, A. K., & Sahay, A. (2000). Market-driven versus driving markets. Journal of the Academy of Marketing Science, 28(1), 45-54. https://doi.org/10.1177%2F0092070300281005
- Lambin, J. J., & Chumpitaz, R. (2001). Market-Orientation and Corporate Performance. Symphonya. Emerging Issues in Management, (2), 23-37. http://dx.doi.org/10.4468/2001.2.03lambin.chumpitaz
- Tuominen, M., Rajala, A., & Möller, K. (2004). Market-driving versus market-driven: Divergent roles of market orientation in business relationships. Industrial Marketing Management, 33(3), 207-217. https://doi.org/10.1016/j.indmarman.2003.10.010
- Vorhies, D. W., Harker, M., & Rao, C. P. (1999). The capabilities and performance advantages of market?driven firms, European Journal of Marketing, 33(11), 1171–1202. http://dx.doi.org/10.1108/03090569910292339

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION