UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Metrics - 1

2425-2-E1801M043-E1801M060M-T1

Learning area

Business Management

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.
The course provides students with an in-depth framework of specific indicators to adequately measure and evaluate returns in the broader value generation process.

Contents

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

Detailed program

- Performance mesurement and Marketing Metrics
- Marketing metrics e value creation: Marketing Profitability Metrics
- Customer analitycs and metrics: customer acquisition and customer value

- Product Metrics and product portfolio
- Sales Force and marketing channel Metrics
- Price Metrics
- Digital Marketing and social media marketing metrics
- Promotion Metrics

Prerequisites

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

Teaching methods

Lectures:

- 10 lessons 2 hours (excluded the last lesson of 1 hour) with teaching in class
- 8 lessons 2 hours where the first part with be of explanations, and the second part interactive with students.

Lessons in class, eventually few of them could eventually be online

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), exercises, 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

- Bendle, N, Farris, P. W., Pfeifer, P., & Reibstein, D. ., Marketing metrics: the manager's guide to measuring marketing performance, Pearson Education, 2021, IV edition (Chapters 1-9).

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION