



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Marketing Management

2425-1-F7702M073-F7702M100M

Learning area

Business Management

Learning objectives

Recognize and develop marketing management strategies and 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

For Erasmus students, basic knowledge of marketing

Teaching methods

Lectures:

- 13 lessons of 2 hours carried out with traditional teaching mode;
 - 8 lessons of 2 hours where the first part with explanations, and the second part interactive with students.
- Lessons will be in presence in class and some lessons could be taught remotely.

Teaching language: Italian

Semester: 2

Assessment methods

At the end of classes, a written exam will be based on the lectures' content. The written exam will be composed of open questions (explanation and understanding of topics covered in class). 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 to test the accumulated knowledge of students and their critical ability on crucial points of the program.

Textbooks and Reading Materials

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

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION
