



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Marketing Management

2425-2-F7701M094

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#### Learning objectives

Acquire the essentials of marketing to act on the market effectively, understanding the competitive scenario, identifying business opportunities, setting goals and strategies, and implementing them within the marketing mix.

#### Contents

- The marketing management process
- The stages of marketing planning and marketing plan
- Models, Techniques and Marketing Tools

#### Detailed program

##### Marketing discipline and its function within the organisation:

definition, basic concepts

##### Marketing environment:

competitive scenario, challenges, business opportunities

##### Analytical Marketing:

environment, competitive forces, marketing research, consumer behaviour

### **Strategic marketing:**

set objectives, make decisions, segmentation, targeting, positioning

### **Operative marketing:**

design and manage the offer (product, service), the leverages of marketing mix,

### **Brand and value creation:**

what it is, how to handle the brand, measure its value, develop a brand architecture

## **Prerequisites**

n.a.

## **Teaching methods**

Lessons organization:

- 5 lessons of 3 hours in-class live lectures
- 5 lessons of 3 hours online
- 16 lessons of 3 hours - in-class live lectures for the first part to engage with students and interactive activities in the second part. These lessons are in-class lessons.

In order to better balance theory and practice, topics will be presented combining lectures, talks and case studies. Moreover, participation in the "Premio Marketing" of Società Italiana di Marketing is foreseen.

## **Assessment methods**

There is **NO difference between attending and non-attending students**

The students have **two alternative options**

1. Written exam functional to acquire knowledge and skills useful to understand the key marketing management concepts.  
More in detail, the exam consists of a set of multiple choice questions, useful to verify the students' knowledge about the whole course program and ensure the objectivity of the evaluation, and a set of open-ended questions, useful to test candidates marketing competences and reporting skills.

Erasmus students have also the opportunity to take the exam orally, either in Italian or in English.

2. Creation of a written marketing plan and oral presentation of the marketing plan realized

## **Textbooks and Reading Materials**

1. Kotler, Keller, Ancarani, Costabile (2018) «Marketing per manager. Modelli, applicazioni e casi sul marketing fatto in Italia», Pearson
2. Kotler (2016) «Marketing 4.0: Dal tradizionale al digitale», Hoepli
3. Kotler (2019) «Social Media Marketing», Hoepli

## **Semester**

First semester

## **Teaching language**

Italian

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE

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