UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing in The Chemical Industry

2425-3-E2702Q046

Aims

Aims : To provide young graduates with basic competence in Strategic and Operational Marketing, in order to facilitate their placement in Chemical Companies and to enable them to interact with different company functions. To understand and manage analytical models and specific language of Marketing, to ensure a multidisciplinary approach to problems.

Contents

A) - Strategic Marketing

B) - Operational Marketing

C)- Marketing in the Chemical Industry

D) - Weekly practice sessions with case history discussions, taken from company real industry life

Detailed program

Main topics:

A) - Strategic Marketing:

- Consumer analysis and purchasing behaviour

1. Market and Competitor Analysis
2. Marketing Strategies (Segmentation, Positioning)
3. Operational Marketing
4. The four P - Product (New product launch, Product life cycle)

- Pricing

- Placement

- Promotion

C)- Marketing in the Chemical Industry :1. 1. Short presentation of the Chemical Industry

2. Different typologies of chemical products

3. Main marketing features and working tools directly related to the Chemical sector .

D) - Weekly practice sessions with case history discussions, taken from company real life.

Prerequisites

NO PREREQUISITES ARE REQUIRED

Teaching form

Lessons and numerical exercise

Textbook and teaching resource

Material Course - both lessons and numerical exercises - are made available on line on e-learning page

Semester

2nd semester of each academic year

Assessment method

Checking knowledge and understanding: assessment through a written test with a “multiple choice” part to check

terminology and basic concepts understanding and a part with open-ended questions on specific topics. Possible interview following the results of the written test.

Office hours

MEETING TO BE REQUESTED THROUGH E-MAIL

Sustainable Development Goals

RESPONSIBLE CONSUMPTION AND PRODUCTION