



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## SYLLABUS DEL CORSO

### Marketing Strategy and Consumer Behavior

2425-111R008

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#### **Titolo**

Marketing Strategy and Consumer Behaviour

#### **Docente(i)**

Elisa Arrigo / Nadia Olivero

#### **Lingua**

English

#### **Breve descrizione**

The course provides an understanding of the marketing challenges faced by companies and the foundations of the marketing concept, to mention also the latest marketing trends and creative marketing approaches. Moreover, the course provides an overview of the main topics of consumer behavior to familiarize with the theories and the methodological aspects integrating theoretical contributions with case studies.

**CFU / Ore**

12 hours

**Periodo di erogazione**

January-February 2025

**Sustainable Development Goals**

IMPRESE, INNOVAZIONE E INFRASTRUTTURE | CONSUMO E PRODUZIONE RESPONSABILI

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