



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing strategy and consumer behavior

2324-106R-MSCB

Title

Marketing strategy and consumer behavior

Teacher(s)

Elisa Arrigo / Paul Matthyssens / Nadia Olivero

Language

English

Short description

Marketing Strategy (E. Arrigo, P. Matthyssens):

- Foundations of marketing and strategic marketing
- B2B Marketing vs B2C Marketing
- Actual marketing trends and creative marketing approaches: building sustainable supply chains/offerings, stakeholder and network mobilization, platform-based and sharing economy solutions, product-service systems, new value creation
- Brand Management Policies

Consumer Behavior (N. Olivero):

- Models and theories of decision-making
- Contexts and trends of consumption
- Prediction of consumer behaviour
- Application of consumer psychology to marketing
- Cases

CFU / Hours

24 ore

Teaching period

I semester

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION
