UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Marketing

2526-2-E1801M043

Learning area

Bsiness Management

Learning objectives

The course aims to explore the role of marketing management and its interaction with other business functions; it aims also to examine the competitive dimension of marketing and the effects of globalization on marketing strategy.

Marketing (13 CFU) is divided in two modules: Marketing I (8 CFU) and Marketing Metrics (5 CFU).
The aim of the Marketing I (8 CFU) is to explore the role of marketing management and its interaction with other business functions, examining the competitive dimension of marketing, also in light of its evolution to the environmental trends that have long characterized the markets. In fact, the intensification of global competitive pressure, the sustainability, and the spread of digital technologies have significantly increased the importance of marketing within companies. The Marketing Metrics course (5 CFU) is aimed at providing the methods, techniques, and specific metrics to measure and evaluate marketing performance. All of these elements provide the tools to correctly define investments and their returns, and ultimately the marketing contribution to company's value creation
The main learning objectives are:
• Develop a knowledge of marketing from both a theoretical and practical point of view
• Know how to distinguish the peculiarities of marketing and its contribution to the generation of value for the company
• Know how to recognize the effects of globalization, sustainability and digital evolution on the marketing strategy
• Share the centrality of the customer as a strategic management philosophy for the company
• Understand the basic principles of marketing planning
According to the Dublin Descriptors, the learning objectives aim to ensure that students acquire:

1. Knowledge and understanding that extend and/or strengthen those of market-oriented business

management and allow the development and/or application of original marketing ideas, often in a research context and operationally with marketing metrics.
2. Applying knowledge and understanding are able to apply their knowledge, understanding and marketing problem-solving skills - learned during the course- to new or unfamiliar topics, inserted in broader (or interdisciplinary) contexts.
3. Making judgments: ability to integrate the marketing knowledge listed above to manage complexity, as well as to formulate judgments based on limited or incomplete information.
4. Communication skills: to communicate their marketing analysis conclusions, as well as the knowledge and rationale behind them, clearly and unambiguously to several interlocutors.
5. Learning skills: have developed those learning skills that allow them to continue to monitor and find information and update data mostly in a self-directed or autonomous way.
   In terms of Knowledge, Skills and Competencies, the objectives are to reach a certain level of preparation, in the Marketing topics mentioned above, a level to be articulated in terms of:
6. Knowledge: knowledge on analytical, strategic and operational Marketing.
7. Skills: skills oriented to the solution of marketing strategy management problems, in order to develop new knowledge and procedures and integrate the knowledge obtained in different areas.
8. Competencies: Manage work or study contexts, as well as assume the responsibility of contributing to knowledge and practice.

The exam includes both the modules of Marketing I (8 credits) and Marketing Metrics (5 credits). The final mark will derive from the weighted average of the marks obtained in the two modules themselves (both testsmust be passed).

Contents

This course has both theoretical and practical purposes: it introduces the basic theoretical principles of marketing, and provides the tools to manage the exchange between firms and customers. The first part of the course examines the main strategic decisions falling under the marketing domain. The second part of the course examines the implementation of marketing strategies; this section mainly regards product, pricing, distribution, and communication decisions.

The course aims to explore the main marketing metrics and to provide students with a broad and in-depth knowldge of specific indicators useful to measure and evaluate marketing performances. In particular, product, distribution, communication and price metrics will be examined

Detailed program

- Marketing and its Relationship with the Environment

- Global Marketing

- Strategic and Operational Marketing

- Market Research and Marketing Research

- Consumer behaviour analysis

- Segmentation, targeting and positioning

- Digital and Social Media Marketing

- Product Management in Marketing Policies

- Price Management in Marketing Policies

- Distribution Management in Marketing Policies

- Communication Management in Marketing Policies

- New issues in marketing

- Performance mesurement and Marketing Metrics

- Marketing metrics and value creation: Marketing Profitability Metrics

- Customer analytics and metrics: customer acquisition and customer value

- Product Metrics and product portfolio

- Sales Force and marketing channel Metrics

- Price Metrics

- AI, Digital Marketing and social media marketing metrics

- Promotion Metrics

Prerequisites

- Knowledge on market-driven management

Teaching methods

Lectures carried out using two teaching methods:

Marketing I:

- 16 lessons of 3 hours (with the exception of the last lesson, which lasts 2 hours) carried out with traditional teaching mode;
- 3 lessons of 3 hours held in an interactive mode.
  Frontal lessons will be in presence; some lessons could be taught online.

Marketing Metrics

- 10 lessons 2 hours (excluded the last lesson of 1 hour) with teaching in class
- 8 lessons 2 hours where the first part with be of explanations, and the second part interactive with students.
  Frontal lessons will be in presence; some lessons could be taught online.

Teaching language: Italian

Semester: 1

Assessment methods

At the end of classes, a written exam will be based on the lectures' content and additional bibliographical material provided during the course. The written exam will be composed of open (explanation and understanding of topics covered in class or in the indicated bibliographic material) and closed tests (to check the program knowledge).

During the exam sessions, the exam will be oral and on the Textbooks and Reading Materials 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

- -Peter J.P., Donnelly Jr. J. H., Pratesi C.A. (2024), **Marketing**, VIII Edizione, McGraw Hill (except chapt. 12 and 17).

- Farris Paul W., Bendle Neil T., Pfeifer Phillip E., Reibstein David J., **Marketing Metrics**, Pearson Prentice Hall, Upper Saddle River, New Jersey, IV edit., 2021. (chapt. from 1 to 9).
**
Students from other Courses (not EcoMark) must also read:*

· Cravens, D.W., Piercy, N.F. and Prentice, A. (2000), "Developing market?driven product strategies", *Journal of Product & Brand Management*, 9(6), 369-388.

· Day, G. S. (1999). Creating a Market-Driven Organization. *MIT Sloan Management Review*, 41 (1), 11-22. https://repository.upenn.edu/marketing_papers/402

· Jaworski, B., Kohli, A. K., & Sahay, A. (2000). Market-driven versus driving markets. *Journal of the Academy of Marketing Science*, *28*(1), 45-54.

· Lambin, J. J., & Chumpitaz, R. (2001). Market-Orientation and Corporate Performance. *Symphonya. Emerging Issues in Management*, (2), 23-37.

· Tuominen, M., Rajala, A., & Möller, K. (2004). Market-driving versus market-driven: Divergent roles of market orientation in business relationships. *Industrial Marketing Management, 33*(3), 207-217.

· Vorhies, D. W., Harker, M., & Rao, C. P. (1999). The capabilities and performance advantages of market?driven firms, *European Journal of Marketing*, 33(11), 1171–1202.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION