UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Metrics - 2

2526-2-E1801M043-E1801M060M-T2

Learning area

Business Management

Learning objectives

The course 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 course provides students with an in-depth framework of specific indicators and methods to adequately measure and evaluate marketing returns in the broader business value generation process.

According to the Dublin Descriptors, the learning objectives aim to ensure that students acquire:

-Knowledge and understanding: of marketing metrics that extend and/or strengthen those of marketing and allow for the analysis of marketing indicators;
-Applied knowledge and understanding: are able to apply their knowledge, understanding and marketing metrics skills in solving problems learned during the course to new or unfamiliar topics, inserted in broader (or interdisciplinary) contexts;
-Making judgements: have the ability to integrate the knowledge in marketing metrics listed above to manage complexity, as well as to formulate judgements on the basis of limited or incomplete information;
-Communication skills: to communicate their conclusions of analysis of marketing metrics, as well as the knowledge and rationale behind them, clearly and unambiguously to several interlocutors;
-Learning skills: students 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 context of the Marketing Metrics topics mentioned above, a level to be articulated in terms of:

-Knowledge: of the main Marketing Metrics of the market, profitability, consumer and marketing operational levers.
-Skills: Skills, oriented to the analysis of marketing strategy in managing new problems, in order to develop new knowledge and procedures and integrate the knowledge obtained in different areas.
-Competencies: Manage work or study contexts, as well as contribute to practice.

Contents

The course aims to explore the main marketing metrics. In particular, demand metrics, customer metrics, marketing profitability metrics and product, distribution, communication, digital marketing and price metrics will be examined.

Detailed program

- Performance mesurement and Marketing Metrics
- Marketing metrics e value creation: Marketing Profitability Metrics
- Customer analitycs and metrics: customer acquisition and customer value
- Product Metrics and product portfolio
- Sales Force and marketing channel Metrics
- Price Metrics
- Digital Marketing and social media marketing metrics
- Promotion Metrics

Prerequisites

- Background in market-driven management

- For Erasmus students: basic knowledge of market-driven management

Teaching methods

Lectures:

- 8 lessons - 2 hours (excluded one lesson of 1 hour) with teaching in class
- 10 lessons - 2 hours where the first part with be of explanations, and the second part interactive with students.

Lessons in class, and few of them could eventually be online.
The lessons are for students of T2 (surname Li-Z).

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 of topics covered in class or in the indicated bibliographic material) and/or closed (multiple choice) questions, and exercises.

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

- Bendle, N, Farris, P. W., Pfeifer, P., & Reibstein, D. ., Marketing metrics: the manager's guide to measuring marketing performance, Pearson Education, 2021, IV edition (Chapters 1-9).

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION