



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Marketing

2526-3-E3303M019-E3303M020M

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#### Learning objectives

The Marketing course aims to provide students with the foundational knowledge required to understand marketing processes, the tools to analyze consumers and markets, and the skills to design and manage marketing activities in various business contexts in which students are likely to operate at the end of their academic path.

By the end of the course, students will have acquired both theoretical and practical knowledge of the main concepts, tools, and processes of marketing. In particular, they will be able to apply the acquired competencies to support value creation for both the company and its customers, develop analytical, strategic, and operational marketing activities, and effectively manage the marketing mix levers.

#### Knowledge and understanding

Upon completion of the course, students will have acquired a solid theoretical foundation in marketing, with a sound understanding of key concepts, tools, and processes related to market and consumer analysis.

#### Applying knowledge and understanding

Students will be able to apply the acquired knowledge to the analysis of real-world business cases and to the planning and implementation of marketing activities across different organizational contexts.

#### Making judgements

Students will develop the ability to critically assess marketing situations and make informed decisions aligned with corporate goals and customer needs.

#### Communication skills

Students will be able to communicate marketing-related content clearly and effectively to diverse business stakeholders, using appropriate language and tools.

#### Learning skills

Students will develop the ability to independently update and expand their knowledge, interpret market trends, and engage with emerging marketing practices in a dynamic and evolving professional environment.

## **Contents**

The main topics of the course are:

- Value creation for customers
- Brand management
- Analytical marketing
- Product
- Pricing
- Marketing Channels
- Retailing
- Communication
- Personal selling

## **Detailed program**

1. Marketing: building a value-based relationship with the customer
2. Designing the strategy and the relationship with customers
3. Creating a competitive advantage
4. Analyzing consumer markets
5. Segmentation, targeting, and positioning
6. Products, services, and brands
7. Setting and managing the selling price
8. Retail and trade marketing
9. Integrated marketing communication
10. Advertising communication
11. Digital marketing
12. Personal selling

## **Prerequisites**

The notions acquired in the course of Management and Communication are considered preparatory for taking the Marketing exam

## **Teaching methods**

21 two-hour lectures

In order to better balance theory and practice, topics will be presented combining lectures in the classroom and delivered remotely.

## **Assessment methods**

Written exam functional to acquire knowledge and skills useful to understand the key marketing concepts. More in detail, the exam consists of a set of 5 multiple choice questions, useful to verify the students' knowledge about the whole course program and ensure the objectivity of the evaluation, and a set of 2 open-ended questions, useful to test candidates marketing competences and reporting skills.

Erasmus students have also the opportunity to take the exam orally, either in Italian or in English

## **Textbooks and Reading Materials**

Kotler, Armstrong, Ancarani, Costabile (2025) Principles of Marketing, 19th edition, Pearson Education, Prentice Hall

## **Semester**

Second semester

## **Teaching language**

Italian

## **Sustainable Development Goals**

INDUSTRY, INNOVATION AND INFRASTRUCTURE

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