UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Management

2526-2-F7701M134

Learning objectives

Acquire the essentials of marketing to act on the market effectively, understanding the competitive scenario, identifying business opportunities, setting goals and strategies, and implementing them within the marketing mix.

Knowledge and understanding
Students will acquire a solid understanding of the fundamental principles of marketing, grasping key concepts related to the market, the competitive landscape, and the tools used to identify opportunities and develop marketing strategies.
Applying knowledge and understanding
Students will not only be able to understand the dynamics of the market and the competitive environment, identify business opportunities, and understand how to establish strategic objectives for an effective marketing plan, but they will also be able to apply these fundamental marketing principles by developing a marketing plan for a real business case.
Making judgements
Students will be able to analyze the competitive context and available resources, identifying the most promising market opportunities and formulating realistic and measurable strategic objectives. Judgment autonomy is reflected in the ability to select and decide among different strategic options, justifying the choice based on accurate analysis and critical assessments.
Communication skills
Students will develop the ability to present and explain competitive landscape analyses, strategic plans, and marketing mix decisions clearly, effectively communicating with different stakeholders.
Learning skills
Students will be able to learn and apply marketing principles dynamically, staying up-to-date with market trends, consumer analysis techniques, and developments in both digital and traditional marketing. Continuous learning enables students to adapt and improve marketing strategies over time.

Contents

- The marketing management process
- The stages of marketing planning and marketing plan
- Models, Techniques and Marketing Tools

Detailed program

Marketing discipline and its function within the organisation:

definition, basic concepts

Marketing environment:

competitive scenario, challenges, business opportunities

Analytical Marketing:

environment, competitive forces, marketing research, consumer behaviour

Strategic marketing:

set objectives, make decisions, segmentation, targeting, positioning

Operative marketing:

design and manage the offer (product, service), the leverages of marketing mix,

Brand and value creation:

what it is, how to handle the brand, measure its value, develop a brand architecture

Prerequisites

n.a.

Teaching methods

Lessons organization:

- 5 lessons of 3 hours in-class live lectures
- 5 lessons of 3 hours online
- 16 lessons of 3 hours - in-class live lectures for the first part to engage with students and interactive activities in the second part. These lessons are in-class lessons.

In order to better balance theory and practice, topics will be presented combining lectures, talks and case studies.

Moreover, participation in the "Premio Marketing" of Società Italiana di Marketing is foreseen.

Assessment methods

There is **NO difference between attending and non-attending students**
The students have **two alternative options**

1. Written exam functional to acquire knowledge and skills useful to understand the key marketing management concepts.
   More in detail, the exam consists of a set of 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 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.

2. Creation of a written marketing plan and oral presentation of the marketing plan realized
   The marketing plan option involves creating a marketing plan of no more than 20 pages and a presentation in the form of a pitch deck.
   The document and the oral presentation will be evaluated based on criteria such as: clarity of presentation, completeness, logical structure, context analysis, target and personas model definition, coherence of the communication strategy, storytelling, alignment with the marketing mix, and completeness of the budget.

Textbooks and Reading Materials

1. Kotler, Keller, Ancarani, Costabile (2018) «Marketing per manager. Modelli, applicazioni e casi sul marketing fatto in Italia», Pearson
2. Kotler (2016) «Marketing 4.0: Dal tradizionale al digitale», Hoepli
3. Kotler (2019) «Social Media Marketing», Hoepli

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE