UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing

2526-2-E1805M010-E1805M010-1

Learning objectives

The Marketing course aims to provide students with a solid foundational understanding of marketing principles and with the necessary tools to analyze consumers and markets. It also seeks to develop the ability to design, plan, and manage marketing activities effectively across different organizational contexts, in line with the professional scenarios students are likely to encounter upon completing their academic studies.

By the end of the course, students will have acquired both theoretical and practical competencies related to the core concepts and tools of marketing. These skills can be applied to support value creation for both the company and its customers through the development and implementation of analytical, strategic, and operational marketing activities, along with the proper management of 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 covered in the course will include:

- Creating value for the company and its customers
- Analytical marketing
- Product and service
- Brand creation and management
- Pricing strategies
- Sales channels
- Distribution
- Communication

Detailed program

1. Marketing: building a valuable relationship with the customer
2. Designing strategy and customer relationship
3. Customer insight management and market research
4. Analyzing B-to-C
5. Segmentation, targeting, and positioning
6. Value proposition: products, services, brands
7. Setting and managing the selling price
8. Retail and trade marketing
9. Integrated marketing communication
10. Advertising communication

Prerequisites

Teaching methods

The course combines in-person and online activities to promote an interactive and hands-on learning experience. The in-person sessions, each lasting two hours, will take place on Saturday mornings.

Throughout the course, students will work on case studies and project-based assignments.

For each topic covered in the course, student learning will be supported by the following activities:

- **Independent study**: personal research supported by readings and short video lectures.
- **Individual or group exercises**: practical tasks with opportunities for self-assessment.
- **Group forums**: discussions led by a tutor, where students can engage in peer exchange and explore course topics in depth.
- **Self-assessment quizzes**: questionnaires designed to independently evaluate one’s level of understanding.

Assessment methods

Completion of a group project work/business game with a maximum of 4 people AND a written exam (5 multiple-choice questions and 2 short-answer questions).

The project work and the written exam will be graded out of 30.
The project work will account for 60% of the final grade, while the individual written exam will contribute the remaining 40%.

The final evaluation will be based on the weighted average of the two assessments.

Textbooks and Reading Materials

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

Semester

First semester

Teaching language

Italian

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE