



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing

2526-1-E3304M001-E3304M001-2

Learning objectives

This course introduces the principles of marketing with a focus on sustainability. Students will explore key marketing concepts, consumer behavior, pricing, market segmentation, branding, and digital marketing strategies, all within the context of environmental and social responsibility. Through case studies, real-world applications, and discussions, students will have an overview of marketing while understanding its role in promoting sustainable products and practices.

Contents

1. Introduction to marketing
2. Market Segmentation and Targeting
3. Pricing strategies
4. Branding and Communication Strategies, and digital marketing

Detailed program

1: Introduction to Marketing

- Definition and scope of marketing
 - The marketing mix (4Ps: Product, Price, Place, Promotion)
 - The role of sustainability in marketing
 - Consumer Behavior and Sustainability
- ##### 2: Market Segmentation and Targeting
- Identifying market segments

- Positioning sustainable products
- Value proposition and competitive advantage
- 3: Pricing strategies
 - Analysis of price determinants
 - The determination of prices
 - Price discrimination and price structures
 - Green pricing strategies
- 4: Branding and Communication Strategies, and digital marketing
 - Branding for sustainability
 - Avoiding greenwashing and building trust
 - Role of social media and online platforms

Prerequisites

Nessuno

Teaching methods

Lectures and class discussions

Case study analysis

Guest speakers from industry and/or academia

Assessment methods

Participation and Class Engagement – 10%

Final written exam (closed- and open-ended questions) – 90%

Textbooks and Reading Materials

Kotler, P., & Armstrong. G. (2023). Principles of Marketing (19th ed.). Pearson.

Simon, H., & Fassnacht, M. (2019). Price management: strategy, analysis, decision, implementation. Springer.

Slides, cases and further readings will be available to students.

Semester

Year 1, semester 1

Teaching language

English

Sustainable Development Goals

QUALITY EDUCATION | INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION
AND PRODUCTION
