



UNIVERSITÀ  
DEGLI STUDI DI MILANO-BICOCCA

## COURSE SYLLABUS

### Research Marketing Technologies and Consumer Behavior Experimental Design

2526-111R017

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#### Title

Research Marketing Technologies and Consumer Behavior Experimental Design

#### Teacher(s)

Alice Mazzucchelli (UNIMIB)/Nadia Olivero (UNIMIB)

#### Language

English

#### Short description

This course provides an overview of research into a range of topics associated with marketing technologies, by covering the essential concepts of how to build and leverage a personalized and seamless customer experience in today's martech ecosystem. From this perspective, this course provides a critical review of the different methods and epistemologies of the study of consumer behavior. Qualitative research, survey methods, and experimental designs are illustrated to account for the diverse perspectives that can be adopted according to diverse research standpoints and goals. Empirical approaches are discussed by analysing selected key publications representative

of the main domains of applied research, including digital platforms and innovation, brand and corporate reputation, sustainability and wellbeing.

### **CFU / Hours**

1 CFU / 8 hours

### **Teaching period**

II semester I year

### **Sustainable Development Goals**

QUALITY EDUCATION

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