UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Research Marketing Technologies and Consumer Behavior Experimental Design

2526-111R017

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