UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing

2627-3-E3303M019-E3303M020M

Learning objectives

The Marketing course aims to provide students with the foundational knowledge required to understand marketing processes, the tools to analyze consumers and markets, and the skills to design and manage marketing activities in various business contexts in which students are likely to operate at the end of their academic path.

By the end of the course, students will have acquired both theoretical and practical knowledge of the main concepts, tools, and processes of marketing. In particular, they will be able to apply the acquired competencies to support value creation for both the company and its customers, develop analytical, strategic, and operational marketing activities, and effectively manage 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 of the course are:

- Value creation for customers
- Brand management
- Analytical marketing
- Product
- Pricing
- Marketing Channels
- Retailing
- Communication
- Personal selling

Detailed program

1. Marketing: building a value-based relationship with the customer
2. Designing the strategy and the relationship with customers
3. Creating a competitive advantage
4. Analyzing consumer markets
5. Segmentation, targeting, and positioning
6. Products, services, and brands
7. Setting and managing the selling price
8. Retail and trade marketing
9. Integrated marketing communication
10. Advertising communication
11. Digital marketing
12. Personal selling

Prerequisites

The notions acquired in the course of Management and Communication are considered preparatory for taking the Marketing exam

Teaching methods

21 two-hour lectures
In order to better balance theory and practice, topics will be presented combining lectures in the classroom and delivered remotely.

Assessment methods

Written exam functional to acquire knowledge and skills useful to understand the key marketing concepts.
More in detail, the exam consists of a set of 5 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 2 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

Textbooks and Reading Materials

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

Semester

Second semester

Teaching language

Italian

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE