



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

SYLLABUS DEL CORSO

Marketing

2627-1-E3304M001-E3304M001-2

Learning objectives

This course introduces the principles of marketing with a focus on sustainability.

- Students will explore key marketing concepts (such as consumer behavior, pricing, market segmentation, branding, and digital marketing strategies) in 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.
- Students will be able to apply marketing concepts to real-world scenarios, designing basic marketing strategies for products and services that integrate sustainability criteria and respond to stakeholder expectations.
- Students will critically evaluate marketing practices and business cases, assessing the ethical, environmental, and social implications of marketing decisions.
- Students will be able to present and discuss marketing concepts and sustainability-oriented strategies clearly and effectively, both in written and oral form, engaging constructively in case-based discussions and in-class group activities.
- Students will develop the capacity to autonomously explore basic concepts in marketing and its relation with sustainability, building a foundation for further study or professional practice in contexts where responsible marketing is increasingly required.

Contents

1. Introduction to marketing
2. Market segmentation and targeting
3. Implementating marketing strategies through product, price, place and promotion
4. Pricinciples of sustainable marketing

Detailed program

1. Introduction to marketing

- definition and scope of marketing
- company and marketing strategy
- consumer behaviour

2. Market segmentation and targeting

- Identifying market segments
- Positioning products
- Value proposition and competitive advantage

3. Implementating marketing strategies through product, price, place and promotion

- Product and branding
- Price strategies
- Distribution
- Promotion and communication for sustainability

4. Pricinciples of sustainable marketing

- Ethics in marketing
- Principles of corporate social responsibility

Prerequisites

None

Teaching methods

Lectures and class discussions

Case study analysis

Guest speakers from industry and/or academia

In particular:

- 16 2-hour lectures, in presence
- 8 e-tivities, remote and asynchronous

Assessment methods

Final written exam, 1 hour, with 5 multiple-choice questions, and 2 open-end questions.

Extra points are assigned for participation and class engagement, as follows:

- 2 for active, continous and relevant participation;

- 1 for less frequent or less relevant participation;
- 0 for low or no participation.

Textbooks and Reading Materials

Principles of Marketing, Global Edition, 19th edition, by Philip Kotler, Gary Armstrong, Sridhar Balasubramanian

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
