UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Metrics and Decisions - 1

2627-2-E1806M012-E1806M012-2-T1

Learning area

Business Management

Learning objectives

Marketing Metrics is a module in the Marketing course (13 credits – Fundamentals of Marketing I 8 credits and Marketing Metrics for Decisions 5 credits).
The course's objective is to provide a broad and in-depth overview of the main methods, techniques, and metrics for measuring, evaluating decisions, and analyzing marketing performance. All these elements provide the tools to evaluate the returns on marketing investments and, ultimately, the contribution of marketing to corporate value creation.
The course provides students with an in-depth framework of specific indicators and methods to adequately measure and evaluate marketing returns in the broader business value generation process.

In relation to the Dublin Descriptors, the learning objectives aim to ensure that students acquire:
-Knowledge and Understanding: Knowledge and understanding of marketing metrics that extend and/or strengthen marketing metrics and enable the analysis of marketing indicators and decision-making;
-Applied Knowledge and Understanding: Ability to apply acquired knowledge, understanding, and marketing metrics skills to solve problems learned during the course to new or unfamiliar topics, within broader (or interdisciplinary) contexts;
-Judgment Skills: Ability to integrate the marketing metrics knowledge listed above to manage complexity, as well as to make judgments based on limited or incomplete information;
-Communication Skills: Ability to clearly and unambiguously communicate their marketing metrics analysis conclusions to multiple audiences;
-Learning Skills: Development of learning skills that enable continued monitoring and retrieval of updated information and data, primarily in a self-directed or autonomous manner.

In terms of Knowledge, Skills, and Competencies, the objectives are to achieve a certain level of preparation in the Marketing Metrics for Decisions topics mentioned above, broken down into:

-Knowledge: Knowledge of the main marketing metrics for the market, profitability, consumers, and operational marketing levers.
-Skills: Ability to analyze marketing strategy management problems, develop new knowledge and procedures, and integrate knowledge gained from different fields.
-Competencies: Ability to evaluate marketing decisions, manage work or study contexts, and contribute to operations.

Contents

The course aims to analyze the main metrics for evaluating marketing strategies in order to evaluate and inform marketing decisions. Specifically, marketing metrics related to market research, consumers, marketing and product profitability, pricing, distribution, social media, and communications will be examined.

Detailed program

- Performance Measurement and Marketing Metrics
- Marketing Metrics and Value Creation Decisions: Marketing Profitability Metrics
- Customer Analytics and Metrics: Customer Acquisition, Customer Value, Customer Metrics
- Product and Portfolio Management Metrics (Product Metrics)
- Sales Force and Distribution Channel Evaluation Metrics
- Price Strategy Evaluation Metrics (Price Metrics)
- Digital Marketing Metrics & Social Media Marketing Metrics
- Marketing Communication Metrics

Prerequisites

- Background in market-driven management
- For Erasmus students: basic knowledge of market-driven management

Teaching methods

Lectures:

- 8 lessons - 2 hours (excluded one lesson of 1 hour) with teaching in class
- 10 lessons - 2 hours where the first part with be of explanations, and the second part interactive with students.

Lessons in class.

The lessons are for students of T2 (surname Li-Z).

Teaching language: Italian

Semester: 1

Assessment methods

At the end of the course, attending students will take a written exam based on the content of the lectures and additional reading material provided during the course. The written exam will consist of open-ended questions (explanations of topics covered in the lectures or in the indicated reading material) and/or closed-ended (multiple choice) questions, as well as exercises.

During the exam sessions, the exam will be oral and on the Textbooks and Reading Materials published on the course page to test the accumulated knowledge of students and their critical ability on crucial points of the program.

Textbooks and Reading Materials

- Bendle, N, Farris, P. W., Pfeifer, P., & Reibstein, D. ., Marketing metrics: the manager's guide to measuring marketing performance, Pearson Education, 2021, IV edition (Chapters 1, 2, 3, 4, 5, 6, 7, 8, 9, 11).
  This book is available in the University Library.

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