UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Fundamentals of Marketing - 2

2627-2-E1806M012-E1806M012-1-T2

Learning area

Business Management

Learning objectives

Fundamental of Marketing is a module of the Marketing course (13 CFU – Fundamental of Marketing 8 CFU and Marketing Metrics for Decisions 5 CFU).
The aim of the course is to explore the role of marketing management and its interaction with other business functions. Furthermore, the course aims to examine the competitive dimension of marketing, also in light of its evolution to the environmental trends that have long characterized the markets. In fact, the intensification of global competitive pressure, the sustainability, and the spread of digital technologies have significantly increased the importance of marketing within companies.

The main learning objectives are:
• Develop a knowledge of marketing from both a theoretical and practical point of view
• Know how to distinguish the peculiarities of marketing and its contribution to the generation of value for the company
• Know how to recognize the effects of globalization, sustainability and digital evolution on the marketing strategy
• Share the centrality of the customer as a strategic management philosophy for the company
• Understand the principles of marketing planning

According to the Dublin Descriptors, the learning objectives aim to ensure that students acquire:

1. Knowledge and understanding: extending and/or strengthening capabilities of market-oriented business management and the development and/or application of original marketing ideas, often in a research context.
2. Applying knowledge and understanding: are able to apply their knowledge, understanding and marketing

problem-solving skills - learned during the course- to new or unfamiliar topics, inserted in broader (or interdisciplinary) contexts.
3. Making judgments: ability to integrate the marketing knowledge listed above to manage complexity, as well as to formulate judgments based on limited or incomplete information.
4. Communication skills: ability to communicate their marketing analysis conclusions, as well as the knowledge and rationale behind them, clearly and unambiguously to several interlocutors.
5. Learning skills: have developed those learning skills that allow them to continue to monitor and find information and update data mostly in a self-directed or autonomous way.

In terms of Knowledge, Skills and Competencies, the objectives are to reach a certain level of preparation, in the Marketing topics mentioned above, a level to be articulated in terms of:

1. Knowledge: knowledge on analytical, strategic and operational Marketing.
2. Skills: skills oriented to the solution of marketing strategy management problems, sustainability and digital technologies in order to develop new knowledge and procedures and integrate the knowledge obtained in different areas.
3. Competencies: Manage work or study contexts, as well as assume the responsibility of contributing to knowledge and practice.

Contents

This course has both theoretical and practical purposes: it introduces the basic theoretical principles of marketing, and provides the tools to manage the exchange between firms and customers. The first part of the course examines the main analytical and strategic decisions falling under the marketing domain in the actual context. The second part of the course examines the implementation of marketing strategies; this section mainly regards product, pricing, distribution, and communication decisions.

Detailed program

- Marketing Management Introduction
- Marketing and its Relationship with the Global Environment
- Global Marketing
- Analytic, Strategic and Operational Marketing
- Consumer behaviour analysis and CRM
- Market Research and Marketing Research
- Segmentation, targeting and positioning
- AI, Digital Marketing and social media marketing
- Product Decisions in Marketing Policies
- Price Decisions in Marketing Policies

- Distribution Decisions in Marketing Policies
- Introduction to Marketing Communication

Prerequisites

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

Teaching methods

Lectures carried out using two teaching methods:

- 16 lessons of 3 hours (with the exception of one lesson, which lasts 2 hours) carried out with traditional teaching mode with interactions with students in the final part;
- 3 lessons of 3 hours held in an interactive mode.
  Students are expected to participate actively in classroom activities.

Classes will be held primarily in person, and some classes, if necessary, may be streamed online.

Teaching language: Italian

Semester: 1

Assessment methods

At the end of classes, for attendants, a written exam will be based on the lectures' content and additional bibliographical material provided during the course. The written exam will be composed of open questions (explanation and understanding of topics covered in class or in the indicated bibliographic material) and closed tests (to check the program knowledge).

During the SIFA exam sessions, the exam will be oral and based on the Textbook 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

Lambin, J. J. (2025), *Market-Driven Management. Marketing Strategico ed Operativo*, 9/ED, McGraw Hill (capitoli: da 1 a 8, 11, 13, 14, 16, 17, 18). (Chapters: from 1 to 8, 11, 13, 14, 16, 17, 18). The book will be available in the University Library.

Students from other Bachelor Programs (not ECOMARK) have also to study (The articles can be downloaded free of charge from the University Wi-Fi):

- Vorhies, D. W., Harker, M., & Rao, C. P. (1999). The capabilities and performance advantages of market?driven firms, *European Journal of Marketing*, 33(11), 1171–1202. http://dx.doi.org/10.1108/03090569910292339
- Day, G. S. (1999). Creating a Market-Driven Organization. *MIT Sloan Management Review*, 41 (1), 11-22. https://repository.upenn.edu/marketing_papers/402
- Jaworski, B., Kohli, A. K., & Sahay, A. (2000). Market-driven versus driving markets. *Journal of the Academy of Marketing Science*, 28(1), 45-54. https://doi.org/10.1177%2F0092070300281005
- Cravens, D.W., Piercy, N.F., & Prentice, A. (2000), Developing market?driven product strategies, *Journal of Product & Brand Management*, 9(6), 369-388. https://doi.org/10.1108/10610420010356975
- Tuominen, M., Rajala, A., & Möller, K. (2004). Market-driving versus market-driven: Divergent roles of market orientation in business relationships. *Industrial Marketing Management*, 33(3), 207-217. https://doi.org/10.1016/j.indmarman.2003.10.010
- LIBRO: Brondoni, S.M. (2010), Market-driven management, corporate governance e spazio competitivo d'impresa, Giappichelli (tranne i capitoli scritti dagli autori: Salvioni, Corniani, Garbelli, Arrigo e Riboldazzi).

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION