UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Global Marketing Management

2627-1-F7704M001

Learning area

Business Management

Learning objectives

MARKETING MANAGEMENT
The course aims to provide a comprehensive understanding of marketing management from both theoretical and practical perspectives, with a particular focus on companies operating in the global market. Specifically, it will examine the marketing policies adopted by firms operating across diverse geographic markets.
By the end of the course, students will be able to:
• Develop knowledge of marketing management from both theoretical and practical standpoints;
• Distinguish the specific characteristics of marketing management in companies operating in global markets;
• Understand the management of marketing strategies for companies operating internationally.

Knowledge and Understanding
Students will acquire a solid knowledge of marketing management principles as they apply to companies operating across diverse geographic markets. They will learn to differentiate and comprehend both strategic and operational dimensions of marketing.

Applying Knowledge and Understanding
Students will not only understand key aspects of developing marketing management for companies operating in global markets but will also be able to apply what they have learned in defining business decisions.

Making Judgements
Students will be able to integrate the marketing management knowledge listed above and handle its complexity. They will formulate judgments based on received information. Their independence will be reflected in the ability to evaluate and choose among various marketing strategies, justifying their decisions through accurate analysis.

Communication Skills
Students will develop the ability to clearly explain analyses of competitive environments, foreign market entry strategies, and marketing mix decisions (with particular focus on product strategies), communicating effectively with various stakeholders.

Learning Skills
Students will enhance learning abilities that enable them to continue studying topics related to marketing management in a largely self-directed or autonomous manner, in response to ongoing market changes.

DIGITAL COMMUNICATION
Understand digital communication by focusing on its pillars and future paths.

Contents

The course aims to provide necessary knowledge for the development of marketing management in global markets. In particular, the course deepens the main strategic and operational marketing aspects.
The second part of the course examines the digital marketing process with focus on communication, market, data, players and respective roles.

Detailed program

MARKETING MANAGEMENT

Marketing Management Fundamentals

Marketing Management in the Global Market

Global Environmental Drivers

Deciding which market to enter

Market entry Strategies

Segmentation, Targeting and Positioninig in Global Companies

Creating Global Marketing Programs (Marketing Mix decisions)

DIGITAL COMMMUNICATION

Data Science, Mining e Marketing

The digital marketing process: market, data, and players

Customer Relationship Management

Communication channels and Unique Customer View

Customer Journey

Social Media Analysis, Data Discovery and Campaign Management

Media Mix and Marketing Mix

Performance in digital marketing

Prerequisites

For Erasmus students, basic knowledge of marketing

Teaching methods

Lectures:
• 26 lessons of 2 hours carried out with traditional teaching modes;
• 16 lessons of 2 hours where the first part with explanations, and the second part interactive with students.
Lessons will be in presence in class and some lessons could be taught remotely (See the teaching methods of the modules)
Teaching language: Italian
Annual course

Assessment methods

At the end of classes, a written exam will be based on the lectures' content. The written exam will be composed of open questions (explanation and understanding of topics covered in class). Open questions include both questions on wider issues (which require a longer answer) and quite specific questions (which require a short answer).
During the exam sessions, the exam will be oral and on the Textbooks 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

- Svend Hollensen, Global Marketing, 8th edition, Pearson, 2020.
- Nico Di Domenica, Attilio Redivo, Edoardo Rozzoni, Gianluigi Crippa, Digital marketing. Data, analytics, tecnologie e canali digitali. Pearson, 2020.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION