



UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Management

2627-1-F7704M001-F7704M001-1

Learning area

Business Management

Learning objectives

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.

Contents

The course aims to provide necessary knowledge for the development of global marketing management. In particular, the course deepens the main strategic and operational marketing aspects.

Detailed program

Marketing Management Fundamentals

Marketing Management in the Global Market

Global Environmental Drivers

Deciding which market to enter

Market entry Strategies

Segmentation, Targeting and Positioning in Global Companies

Creating Global Marketing Programs (Marketing Mix decisions)

Prerequisites

For Erasmus students, basic knowledge of marketing

Teaching methods

Lectures:

- 13 lessons of 2 hours carried out with traditional teaching mode;
- 8 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.

Teaching language: Italian

Semester: 2

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.

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION
