UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Strategy and Consumer Behavior

2627-111R008

Title

Marketing Strategy and Consumer Behaviour

Teacher(s)

Elisa Arrigo / Nadia Olivero

Language

English

Short description

The course provides an understanding of the marketing challenges faced by companies and the foundations of the marketing concept, to mention also the latest marketing trends and creative marketing approaches. Moreover, the course provides an overview of the main topics of consumer behavior to familiarize with the theories and the methodological aspects integrating theoretical contributions with case studies.

CFU / Hours

12 hours

Teaching period

March-April 2026

Sustainable Development Goals

INDUSTRY, INNOVATION AND INFRASTRUCTURE | RESPONSIBLE CONSUMPTION AND PRODUCTION