UNIVERSITÀ
DEGLI STUDI DI MILANO-BICOCCA

COURSE SYLLABUS

Marketing Strategy and Consumer Behavior

2627-111R008

Titolo

Marketing Strategy and Consumer Behaviour

Docente(i)

Elisa Arrigo / Nadia Olivero

Lingua

English

Breve descrizione

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 / Ore

12 hours

Periodo di erogazione

March-April 2026

Sustainable Development Goals

IMPRESE, INNOVAZIONE E INFRASTRUTTURE | CONSUMO E PRODUZIONE RESPONSABILI