COURSE DETAIL

MARKETING
Country Italy
Host Institution University of Commerce Luigi Bocconi
Program(s) Bocconi University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Economics Business Administration
UCEAP Course Number 106
UCEAP Course Suffix
UCEAP Official Title MARKETING
UCEAP Transcript Title MARKETING
UCEAP Quarter Units 6.00
UCEAP Semester Units 4.00

Course Description
This course provides a broad understanding of marketing management and the role of marketing in society. The course has two main purposes. First, it drives students to understand the basic principles of marketing. Second, it offers students models and tools to manage the exchange process between firms and customers. The course provides students with a learning experience reflecting the true marketing management process existing within firms. The first part of the course is dedicated to the diagnostic nature of marketing activity. Here, the course is a walk through the main strategic decisions falling under the marketing domain: developing marketing strategies and plans, capturing marketing insights, understanding consumer and business markets, and identifying targets and segments. The second part of the course is focused on the implementation side of the marketing, where main strategic policies are concretely realized and oriented to the market: it mainly regards product, pricing, distribution, and communication decisions. There are two versions of this course, one taught in Italian and one taught in English. This is the English taught course.

Language(s) of Instruction
English

Host Institution Course Number
30015

Host Institution Course Title
MARKETING

Host Institution Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30015&anno=2025&Id...

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2024-2025

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