

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 Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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