COURSE DETAIL

NON MARKET STRATEGIES

Country
Italy

Host Institution
University of Commerce Luigi Bocconi

Program(s)
Bocconi University

UCEAP Course Level
Graduate

UCEAP Subject Area(s)
Business Administration

UCEAP Course Number
208

UCEAP Course Suffix

UCEAP Official Title
NON MARKET STRATEGIES

UCEAP Transcript Title
NON MARKT STRATGIES

UCEAP Quarter Units
2.50

UCEAP Semester Units
1.70

Course Description
This course first outlines the importance of strategically-oriented stakeholder engagement, due to the growing set of claims addressed to the private sector, then focuses on the tools and techniques available to design and implement effective “mega-marketing” or “pre-market” strategies, which in complex institutional settings are more and more often critical in determining the outcome of traditional market strategies. Throughout the course students develop two complementary sets of skills underpinning the development of corporate political strategies: analytical skills, required to understand the needs, expectations, and “rules of the game” associated to the interaction with non-market stakeholders; and design and implementation skills, required to harness the tools and techniques which can be used to enact effective non-market strategies. The course relies on lectures by the instructor and guest speakers, complemented by a mix of class discussions, case studies, and role-playing exercises to provide the framework needed to connect the many facets of non-market strategies on the one hand, and to practice with the levers managers can use when trying to shape or to position their firms in the non-market environment on the other.

Language(s) of Instruction
English

Host Institution Course Number
10838

Host Institution Course Title
NON MARKET STRATEGIES

Host Institution Course Details

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
SDA Bocconi - School of Management

Course Last Reviewed

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