



6044 – MARKETING

COURSE SCHEDULE A.Y. 2009-2010

Class: 31- Biem

Teacher: Prof. Andrea Ordanini

Date	Hours	Room
Monday	10.30 - 13.00	Manfredini
Wednesday	10.30 - 12.00	Manfredini

Course Description and Objectives:

The course has two main purposes: first, it drives participant to understand the basic principles of marketing; second, it offers attendees with 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.

Consistently, 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: choice of the target markets, product and service positioning, competitive intelligence, etc.

The second section 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.

Since the course belongs to an international degree program, attention is placed to some topics that are typical of international marketing and decisions that are peculiar to multinational firms, such as the role of consumer culture, market rules and regulation, and the decision to enter a new country market.

Teaching activity is complemented by the discussion of cases and the presence of guest speakers.

Course Material:

Attending students

- Lamb, Hair, McDaniel (2009). *MKTG 3*, Cengage Learning, Mason OH.

Non - Attending students

- Lamb, Hair, McDaniel (2009). *MKTG 3*. Cengage Learning, Mason OH.
- Harvard Business Essentials (2006), *Marketer's Toolkit*. Harvard Business Press, Boston, MA

Detailed Description of Assessment Methods

Written exam: open (66%) and closed questions (33%)

Date	Hour	Exam
15-12-09	9.30	For <u>Exchange Students Only</u> *
19-01-10	9.30	Attending (<u>one book</u>), and Non Attending (<u>two books</u>) formats
02-02-10	9.30	
14-04-10	9.30	Non Attending (<u>two books</u>) format only
03-09-10	9.30	

Dates could be subjects to variations, please check on the website.

* Exchange students:

1. Out-coming exchange and free mover (II semester)
2. Campus abroad (Winter 2009)
3. Incoming I semester (exchange and single courses)
4. Exchange involved in stages during Jan-Feb 2010

Date Hour	Lesson/ Exercise*	Topic	Teacher	Reference**
14-09 10.30-13.00	L	The world of marketing	Ordanini	Chapter 1
16-09 10.30-12.00	L	Strategic planning	Ordanini	Chapter 2
21-09 10.30-13.00	L	Social responsibility	Ordanini	Chapter 3
23-09 10.30-12.00	L	Global vision	Ordanini	Chapter 4
28-09 10.30-13.00	L	Consumer decision making	Ordanini	Chapter 5
30-09 10.30-12.00	L	Business marketing	Ordanini	Chapter 6
05-10 10.30-13.00	L	Segmenting and targeting	Ordanini	Chapter 7
07-10 10.30-12.00	L	Marketing research	Ordanini	Chapter 8
12-10 10.30-13.00	L	Product concepts	Ordanini	Chapter 9
14-10 10.30-12.00	L	Developing products	Ordanini	Chapter 10
19-10 10.30-13.00	L	Service marketing	Ordanini	Chapter 11
21-10 10.30-12.00	L	Marketing channels	Ordanini	Chapter 12

9-11 10.30-13.00	L	Retailing	Ordanini	Chapter 13
11-11 10.30-12.00	L	Communications	Ordanini	Chapter 14
16-11 10.30-13.00	L	Advertising	Ordanini	Chapter 15
18-11 10.30-12.00	L	Sales	Ordanini	Chapter 16
23-11 10.30-13.00	L	Pricing concepts	Ordanini	Chapter 17
25-11 10.30-12.00	L	Price setting	Ordanini	Chapter 18
30-11 10.30-13.00	L	CRM	Ordanini	Chapter 19

* Guests or case discussion will be announced during the course

**Lamb, Hair, McDaniel (2009). *MKTG 3*. Cengage Learning, Mason OH.

Office hours

Office hours are available at: <http://www.uni-bocconi.it> > [Quick Reference for](#) > [Current Students](#) > [Timetables, Calendars and Rooms](#) > [Student consultation hours](#)

Office hours could vary: please check on the website.

Segreteria Marketing

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