



UNIVERSITÀ DEGLI STUDI DI TORINO

ID

TIC21_DIP_MAN

Visiting Professor Program Academic year 2021/2022

DEPARTMENT OF MANAGEMENT

TEACHING COMMITMENT: 20 hours

COURSE TITLE

Marketing

TEACHING PERIOD

1st term

SCIENTIFIC AREA

Economic and Statistics

LANGUAGE USED TO TEACH

English

The Degree Course is entirely taught in English

COURSE SUMMARY

- Marketing basics

Evolution of the marketing function inside a company – Marketing: classic and modern definition - Micromarketing and macromarketing - Marketing related to other functional areas in a company - Marketing and company framework generic and specific.

- Strategic planning and marketing planning

Strategic planning – Strategic analysis and its utility for marketing - Marketing and strategies development - Marketing and competitive strategies – Marketing strategies in a company – From corporate strategy to marketing strategy – Different marketing strategies linked to company market position.

- The market

Customer behaviour – Organization behaviour – Competitive analysis – Market researches and information technology

- Segmentation - Positioning.

- Marketing mix variables

Product and service policies – New products/services development – Price determination methods

– Market prices in specific conditions – Distribution channel choice, distribution intensity, channel

managing - Logistics – Promotion strategies – The role of employees in sales, advertisement and

public relation - Internet marketing: application fields and managing strategies – Marketing

strategies plan management – Quantitative aspects

- Case studies, company presentations and exercise

LEARNING OBJECTIVES

- Knowledge and understanding capacity. During the course, through face-to-face lessons with the Professor, students will be provided with the knowledge about marketing strategies applied to national and international companies.

- Capacity to use knowledge and understanding. The notion studied will be applied through the analysis of specific case studies.

- Communication skills. Students are requested to play an active role in class presenting case studies and relative solutions.

- Learning capacity. Notions learned through face to face lessons and case presentations are tested by a written exam.

TUTORSHIP ACTIVITIES

N/A

LAB ACTIVITIES

N/A

OTHER ACTIVITIES BESIDES THE COURSE

N/A

VISITING PROFESSOR PROFILE

The candidate must have a strong academic background, with a PhD in MArketing and Management.

The candidate must have at least 10 years of experience as Associate of Full Professor.

The candidate must have a strong prior experience as Visiting Professor; it is required to have at least 8 years of experience in minimum 5 different institutions in at least 3 continents.

The candidate must have contributed to the publication of at least 5 articles of which 3 on two-starred ABS journals in 2020

The candidate must have contributed to the publication of at least one Marketing book published by an international publisher.

CONTACT PERSON AT THE DEPARTMENT

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