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.