Visiting Professor Program
Academic year 2021/2022

DEPARTMENT OF MANAGEMENT
TEACHING COMMITMENT: 20 hours

COURSE TITLE
Marketing - Stream B

TEACHING PERIOD
2nd term

SCIENTIFIC AREA
Marketing

LANGUAGE USED TO TEACH
English
The Degree Course is entirely taught in English

COURSE SUMMARY
The marketing course has the purpose to define the role of the marketing function inside a company and illustrate its principles and rules.

LEARNING OBJECTIVES
The objective is to professionalize students with the necessary notions in order to become a marketing manager and work in a marketing team.

TUTORSHIP ACTIVITIES
One class teacher will be responsible for tutorship

LAB ACTIVITIES
NO
OTHER ACTIVITIES BESIDES THE COURSE
PhD seminar session

VISITING PROFESSOR PROFILE
Large experience in teaching MARKETING at the university level, better if the postgraduate, master or PhD levels.
Good record of publications in English is required

CONTACT PERSON AT THE DEPARTMENT
Prof. Fabrizio Mosca
fabrizio.mosca@unito.it