Visiting Professor Program  
Academic Year 2023/2024

TEACHING COMMITMENT: 30 hours

COURSE TITLE
Feed Marketing II

TEACHING PERIOD
1st term

SCIENTIFIC AREA
Business Management and Economy

LANGUAGE USED TO TEACH
English

COURSE SUMMARY
1. The concept of strategic management and the importance of a strategic planning
2. Strategies for the creation of new answers to new market needs
3. The marketing and the analysis of the environment
4. Beyond the consumer: the organizations and their buying behaviours
5. The segmentation of market and the positioning
6. The marketing mix strategies for pet food market
7. The firm communication between transparency and search of the competitive advantage

LEARNING OBJECTIVES
Students will be able to recognize the principles of a strategy and, more precisely, they will be able to analyse the fundamentals of a marketing strategy.
TUTORSHIP ACTIVITIES
N/A

LAB ACTIVITIES
N/A

OTHER ACTIVITIES BESIDES THE COURSE
N/A

VISITING PROFESSOR PROFILE
The lecturer should have expertise in Agricultural marketing, Agricultural economy and Feed industry marketing together with experience in teaching Marketing. A background in Animal sciences is preferred.

CONTACT REFERENT
Teresina Mancuso
teresina.mancuso@unito.it