



UNIVERSITÀ DEGLI STUDI DI TORINO

ID

VP39_DIP_MAN

Visiting Professor Program Academic year 2022/2023

TEACHING COMMITMENT: 20 hours

COURSE TITLE

Business Management

TEACHING PERIOD

2nd term

SCIENTIFIC AREA

Economic and Statistics

LANGUAGE USED TO TEACH

English

COURSE SUMMARY

The focus of the course will be dedicated to marketing management as one of the major components of business management. Different theories and marketing focus on products, customers and organizations show how marketing is strategic for each business model and management technique.

More in detail the course will explore the Key Elements of Marketing Management:

- Marketing definition and history;
- Marketing strategies: the different focus;
- The product-market growth matrix Marketing mix;
- Customer focus;
- Organizational focus;
- Product focus;
- Marketing segmentation;
- Marketing research;
- Green Marketing.

LEARNING OBJECTIVES

The main outcomes of the course is the analysis of the main marketing management tools, applying contemporary marketing theories to the demands of business and management practice and finding and generating information/data needed to inform problem solving in marketing using appropriate methodology.

TUTORSHIP ACTIVITIES

N/A

LAB ACTIVITIES

N/A

OTHER ACTIVITIES BESIDES THE COURSE

N/A

VISITING PROFESSOR PROFILE

The candidate should have a strong academic background, with a BSc in Business, an MBA and a PhD in Strategic Marketing Management; he should also have experiences as Visiting Professor and Research Fellow at various top tier Universities across Europe.

The candidate should have widely published, in more than 100 refereed journal articles, 15 chapters and cases in books/edited books and he should have presented papers to over 30 conferences at a global basis. Finally he should have published more than 30 books.

CONTACT PERSON AT THE DEPARTMENT

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