



UNIVERSITÀ DEGLI STUDI DI TORINO

ID

VP45\_DIP\_MAN

## Visiting Professor Program Academic year 2022/2023

**TEACHING COMMITMENT:** 14 hours

### COURSE TITLE

**Marketing - Stream B**

### TEACHING PERIOD

2nd term

### SCIENTIFIC AREA

Marketing

### LANGUAGE USED TO TEACH

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

N/A

### OTHER ACTIVITIES BESIDES THE COURSE

PhD seminar session

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### **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