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
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
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