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# Industrial marketing

## Finalità

To provide an overview of B2B marketing issues. Methodological as well as applicative approaches are addressed. Emphasis is placed upon the role of quantitative methods.

Web page: <a href="https://corsi.unipr.it/MARIND">https://corsi.unipr.it/MARIND</a>

## Programma

B2B marketing;  
Product / Price / Promotion;  
"Placement" / Service / Retail;  
Advertising/branding;  
Marketing research / Marketing strategies;  
Direct marketing.

## Attività d'esercitazione

The class will combine in-class explanation of the background material, problem-solving and case discussions.

## Modalità d'esame

A written test covering the whole course program. Tests include both theory questions and exercises.

## Propedeuticità

None

## Testi consigliati

- Readings provided by the instructor.
- Lambin, J.J., "Marketing strategico e operativo", McGraw-Hill, quarta edizione, chapters 3, 10, 11, 12, 13.