
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: https://corsi.unipr.it/MARIND

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.