

1	MARKETING
2	COMPULSORY
3	EQF LEVEL 6
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5	5+6
6	6
7	SERGIO MESCHI
8	THE COURSE IS STRUCTURED TO PROVIDE STUDENTS WITH A VISION OF THE MAIN MARKETING FUNCTIONS. IN PARTICULAR WE WILL DISCUSS TOPICS RELATED TO THE BRAND MARKETING AND ADVERTISING THAT ARE THE MOST RELEVANT FOR DESIGNERS.
9	FACE TO FACE
10	-
11	LESSONS ARGUMENTS : LESSON I : MARKETING INTRODUCTION LESSON II : MARKETING ANALYSIS LESSON III : STRATEGIC MARKETING LESSON IV : ADVERTISING LESSON V : BRAND MARKETING LESSON VI : 22 MARKETING LAW LESSON VII : COMMUNICATION LESSON VIII : MARKETING EVOLUTION, LAUTERBORN'S THEORY, UNCONVENTIONAL MARKETING LESSON IX : BRAINSTORMING LESSON X : WEB MARKETING LESSON XI : MARKETING 3.0 LESSON XII : MARKETING CAMPAIGN SIMULATION
12	NEUROMARKETING (MARTIN LINDSTROM), MARKETING 3.0 (PHILIP KOTLER), LE 22 LEGGI FONDAMENTALI DEL MARKETING (AL RIES, JACK TROUT), OCCHIO TI MANIPOLO (ROBERTO RASIA DAL POLO)
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14	TYPE OF EXAM : ORAL EXAM, NOTES AND BOOKS
15	ITALIAN