

1	MARKETING
2	COMPULSORY
3	EQF LEVEL 6
4	2
5	4
6	6
7	RENATO SARLI
8	<ul style="list-style-type: none"> • The 4P, historical notes on marketing <p>Theoretical fundaments of marketing, the key elements</p> <ul style="list-style-type: none"> • Definition of marketing <p>The different approaches to the market theory</p> <ul style="list-style-type: none"> • Marketing as a transversal tool <p>From the business idea to the evolution of the product, marketing as an instrument of daily work</p> <ul style="list-style-type: none"> • The 9 basic concepts of marketing • From the marketing mix to the strategy <p>Elements of marketing strategy, how to manage the marketing levers</p> <ul style="list-style-type: none"> • Conceptual positioning <p>Definition of positioning, how to meet the items, choosing the right positioning, to analyze competitors</p> <ul style="list-style-type: none"> • The product and its features <p>The main lever evaluated in terms of marketing and communication</p> <ul style="list-style-type: none"> • The pack, the evidence in marketing <p>The importance of the packaging, technical and conceptual structure of the pack, functions, life, the pack as a relationship element</p> <p>The importance of the packaging, technical and conceptual structure of the pack, functions, life, the pack as a relationship element</p> <ul style="list-style-type: none"> • Building a brand from the pack <p>From element of relationship to basis of the brand communication strategy</p> <ul style="list-style-type: none"> • Branding <p>Elements of a brand (the name, the logo, the brand, the colors) To build a brand from a conceptual point of view</p> <ul style="list-style-type: none"> • Customer relationship <p>Relation and experiential marketing, the flow of information in the system of brand-public relations</p> <ul style="list-style-type: none"> • Loyalty and Trust <p>Acquire a customer and keep it</p> <ul style="list-style-type: none"> • Experiential marketing • Marketing instruments and advertising <p>Communicate to persuade, which tools, what strategies</p> <ul style="list-style-type: none"> • Marketing becomes communication <p>Communicate to all levels of the relationship system by coordinating different approaches, according to the strategies and the value proposition.</p> <ul style="list-style-type: none"> • The structure of the marketing plan, elements for the practical implementation of a plan.
9	FACE TO FACE
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12	-
13	-
14	-
15	ITALIAN