

COURSE DETAIL

MARKETING IN CREATIVE INDUSTRIES

Country

Italy

Host Institution

University of Commerce Luigi Bocconi

Program(s)

Bocconi University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

144

UCEAP Course Suffix**UCEAP Official Title**

MARKETING IN CREATIVE INDUSTRIES

UCEAP Transcript Title

MARKETING INDUSTRS

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course provides students with a model of marketing appropriate for organizations operating in creative industries. The core concept of the model is the value for the customer. In creative industries, this value is generated by transforming the creativity contained in creative products into intense and satisfactory customer experience. The course also gives evidence to the cultural and organizational role of marketing within organizations operating in creative industries. This role consists of keeping organizations aligned to their markets by means of the development of a broad and deep market knowledge and the building of long-lasting relations with customers through the continuous renovation of value propositions. There is a written mid-term and a final test or written final. There are two versions of this course, one taught in Italian and one taught in English. This is the English taught course.

Language(s) of Instruction

English

Host Institution Course Number

30277

Host Institution Course Title

MARKETING IN CREATIVE INDUSTRIES

Host Institution Campus

University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department

Marketing

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