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 Course Details

Host Institution Campus
University of Commerce Luigi Bocconi

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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