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 103
UCEAP Course Suffix
UCEAP Official Title MARKETING IN CREATIVE INDUSTRIES
UCEAP Transcript Title MKTG CREATV INDSTRY
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 gives evidence to the cultural and organizational role of marketing within organizations operating in creative industries. This role consists in 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.

Language(s) of Instruction
English

Host Institution Course Number
30277

Host Institution Course Title
MARKETING IN CREATIVE INDUSTRIES

Host Institution Course Details
https://didattica.unibocconi.eu/ts/tsn_anteprima.php?cod_ins=30277&anno=2025&Id...

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed
2024-2025

Print