

# 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 Campus

### Host Institution Faculty

### Host Institution Degree

### Host Institution Department

Marketing

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